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Abstract

This survey is part of a larger study which was initiated to gather data for the planning of state-wide post-secondary programs in Wisconsin and to assess the state's needs for educational institutions and facilities. A questionnaire, administered to 57,349 high school seniors in the spring of 1968, collected data on: post-high school plans for collegiate, vocational-technical, or no additional formal education; factors affecting college choice; whether the students would attend the college of their choice in the fall and if not, why; reasons why some students choose not to further their education; ultimate goals of college-bound and noncollege-bound students; and the effects on student decisions by the high school, friends, relatives, financial aids, housing, college location and image, and the education and occupations of parents. The data analyses in this report, which are illustrated by 50 tables, are based on the responses of 9,524 high school seniors who represent a one-in-six random sample, stratified by secondary school. A follow-up survey is planned to determine the actual educational and occupational choices of a sample of this student group and to relate those choices to the group's anticipated goals. (WM)

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Research Report

CCHE #63
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Post-Secondary Educational Preferences of High School Seniors

A Survey of Spring 1968 Wisconsin High School Seniors

L. J. Lins

A project funded under a
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PREFACE

The following report is the first phase of a survey of spring 1968 Wisconsin high school seniors--their preferences for collegiate, vocational-technical, or no additional formal education beyond the secondary school and the characteristics of each group; factors which affect the choice of college; whether students actually attend the colleges in the fall which they indicated in the spring they expected to attend, and if changes in plans were made why such changes were made; why students, especially the able students, choose not to take work beyond the secondary school; ultimate goals of college-entering and noncollege-going individuals; and the effects of the secondary school, friends and relatives, financial aids, housing, college location, college image and specializations, and education and occupation of parents on the decisions of high school graduates.

The data and analyses of the study should prove very helpful in statewide planning for the education of Wisconsin youth and consequently for the planning of the types of educational institutions and facilities required to meet the educational needs of those youth. It is important to know where greatest emphasis should be placed in terms of additional facilities according to areas of the state and types of educational institutions.

This report represents only a part of the more complete analyses of the 1968 survey. A subsequent report will give more detailed analyses of the data.

It is planned also to conduct a follow-up survey of a sample of the persons included in the 1968 survey to determine the actual choices (occupational and educational) of those persons and to relate those choices to their anticipated goals as indicated in the original survey. At the same time, it is anticipated that data will be gathered on retention and withdrawal patterns. This phase of the study will be dependent upon securing funds for this purpose.

Many persons and agencies have been involved in one way or another in the study of the high school seniors--the seniors themselves; the secondary school principals and counselors; and some members of the staffs of the State Department of Public Instruction, the Higher Educational Aids Board, the School of Education of The University of Wisconsin-Madison, the Wisconsin Association of Student Financial Aids Administrators, the State University system, the

Vocational-Technical-Adult system, the private colleges, and the Coordinating Council for Higher Education. The efforts of all of these persons and agencies are deeply appreciated.

Special recognition is due three members of The University of Wisconsin School of Education staff: Professor J. Kenneth Little, who conducted a similar study some 10 years ago; Professor R. Wray Strowig; and Assistant Dean Josiah S. Dilley. All of the coding of the questionnaires was under the supervision of Robert Rossmiller, who will prepare a more detailed report of the survey. The basic tables were developed on the computer by Allan Abell, Assistant Coordinator of Institutional Studies at The University of Wisconsin. The punching and verifying of the cards for the sample group was done by the staff of the Department of Public Instruction.

Without these efforts and without the funding through the U.S. Office of Education Comprehensive Facilities Planning grant administered by the Higher Educational Aids Board, this project would not have been possible.

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HIGHLIGHTS

As background for interpretation of the following, it is recommended that the "Preface" (pages i-ii) and the "Introduction" (pages 1-5) be read. It also is recommended that the reader interested in a certain "Highlight" read carefully the section of the report dealing with that "Highlight" and study the table or tables contained therein; to ease the search, each "Highlight" is followed by the page reference or references, within the report, supporting that "Highlight."

The Total Sample

. . . The sample on which this report is based consists of 9,524 spring 1968 high school seniors (4,829 men and 4,695 women) of the 57,349 who completed the questionnaire. This is a one-in-six random sample stratified by secondary school. (pp. 5, 7)

. . . 64.5% (65.7% of the men and 63.3% of the women) expected to attend a post-secondary institution in the fall of 1968; at least 69.9% of the seniors expect eventually to attend a post-secondary institution. (pp. 7, 10)

. . . The proportion of seniors (12.1%) expecting to attend a vocational-technical-adult school in the fall of 1968 does not, at first glance, seem to agree with CCHE Paper #57, 1968, which reported that the relationship between the number of high school graduates in the spring of a year and the number of new students the following fall is 21.0%. There is close agreement, however, between the 21.0% of CCHE #57 and the 20.5% of the seniors of this current study who indicated that they eventually plan to attend a vocational-technical-adult school. This postponement is supported by other studies which show a quite wide range of high school graduation dates among new students in these schools. (pp. 7, 10, 27)

. . . There is a greater tendency for women than for men to attend Wisconsin private colleges--12.6% as compared with 5.9%. (pp. 10, 11)

. . . There appears to be a significant loss of talent in terms of post-secondary attendance; 14.2% of the seniors in the top quarter and 21.0% of the seniors in the top half of their high school classes did not expect to attend a post-secondary institution in the fall of 1968. Certainly some of these persons should be encouraged to continue their education. (p. 11)

. . . 36.9% of the seniors reporting a grade average "Below C" expected to be enrolled in some school in the fall of 1968, but 7.9% of those reporting an "A" average did not expect to be enrolled. (p. 14)

. . . 9.8% of the men expected to be in military service and 19.9% expected to be working full time or part time in the fall of 1968; of the women, 2.2% expected to be married and 30.3% expected to be working full time or part time. (p. 17)

. . . There is some question that all seniors of equal worth and need in the state have an equal opportunity to be recipients of post-secondary financial aids programs. The fact that 59.6% of all of the seniors, over 40% of those expecting to attend school full time, evidenced no knowledge of any type of financial aids program leads one to believe that greater effort should be exerted in the dissemination of financial aids information. This is supported by the responses of the 40% of seniors expecting to attend school full time but who did not evidence knowledge of financial aids programs; 84.4% of these seniors felt that knowledge of financial aids programs would have been important to them. It also is supported by the responses of the 72.0% of the persons expecting to work full time or part time but who did not evidence knowledge of financial aids programs; 92.1% of these seniors felt that knowledge of financial aids programs would have been important to them. In interpretation, however, it should be kept in mind that only 7.6% of the seniors, expecting to attend a post-secondary school full time and who had knowledge of financial aids programs, felt that knowledge of such programs was real important to them. (pp. 17, 19)

. . . There appears to be no real difference between the proportions of seniors who expect to attend a post-secondary institution if the father only is employed or if the father and mother both are employed. There is a considerable upgrading of the male students' hopes for occupations as compared with that of their fathers and a marked tendency for them to select an occupational goal quite different from the occupation of the father. (pp. 22, 26, 54)

. . . Expectations of earning a bachelor's or higher degree appear higher than what can be expected; 45.7% of the seniors hope to earn a bachelor's or higher degree but past research would indicate that probably no more than 32% will. (p. 27)

. . . The fact that the father has a bachelor's or higher degree does not necessarily imply that the son expects to earn at least a bachelor's degree, but, if the father does have a college degree, it greatly increases the probability that the son expects to earn a college degree. (pp. 27, 30)

. . . Unless an individual attends full time in the fall following high school graduation, the probability is small that the person expects to earn at least a bachelor's degree; only 9.8% of the men and 6.3% of the women eventually expecting to earn at least a bachelor's degree did not intend to attend school full time in the fall of 1968. (p. 30)

According to College Expected to Attend

. . . The largest proportions of part-time students can be expected to be enrolled at the vocational-technical-adult schools--over one out of every four. (p. 37)

. . . Students do not necessarily expect to enroll in the educational system which can meet their educational goal. Over 13% of the students, foreseeing an initial enrollment at a vocational-technical-adult school, hope to earn a bachelor's or higher degree; 2.0% of those expecting to enroll initially at a University of Wisconsin campus and 2.6% of those expecting to enroll initially at a State University campus hope to receive a certificate from a technical or trade school. (pp. 37, 39)

. . . There apparently is a self-selection process operating in the students' selection of a college; 67.2% of the students intending to attend the Madison campus in the fall of 1968 ranked in the top quarter of their high school class while no other Wisconsin public campus could expect as high a proportion as 50% from the top quarter. (pp. 39, 43)

. . . Some students, during their high school career, change their minds about the post-secondary school they expect to attend or even decide late in their high school work to attend a post-secondary institution at all; 7.0% of the men and 6.4% of the women expecting to attend a campus of The University of Wisconsin, 7.0% of the men and 6.3% of the women expecting to attend a State University campus, and 5.9% of the men and 7.4% of the women expecting to attend a Wisconsin private university or liberal arts college were completing a secondary school vocational, technical, or job-orientated sequence. (p. 47)

. . . With almost 30% of the individuals, expecting to attend a post-secondary institution, filing two or more applications for admission and nearly 3.0% filing four or more, it is easy to understand why admissions offices have had difficulty in giving accurate estimates of new student enrollments prior to registration. It is believed that steps should be taken to resolve this problem. (p. 47)

. . . About two out of every three seniors considered the course offerings of the institution to be an important reason for attending the college of their choice. (p. 52)

Commuting Students

. . . More than one out of every three (37.1%) of the respondents expected to commute to a post-secondary institution; 61% did not and 1.6% were undecided. (p. 63)

. . . There are wide variations, by system and campus, of the anticipated proportions of commuting students. It is believed that a more careful study should be made of persons actually attending. (p. 63)

. . . The major single reasons for commuting were: more reasonable cost (21.7%), prefer to live at home (20.5%), and can live with relatives (17.4%); only 7.3% gave "job in home community" as the one single major reason. (p. 70)

. . . Apparently quite a number of students do consider attendance at a "home" institution in terms of being a trial ground for demonstrating college ability. For each quarter of high school rank, from the lowest to the highest, the proportion of students expecting to commute decreases; this is true for both men and women--decreasing from 50.0% to 33.3% for the men and from 51.9% to 28.2% for the women. (p. 70)

. . . It appears that, as seniors in high school, the noncommuting students give serious thought to securing funds for post-secondary education from sources in addition to their own and their family contributions. Whereas only 15.3% of these students expected their college expenses to be $1,000 or less, 51.0% estimated that the combined contribution of themselves and their families could be no more than $1,000. (p. 73)

. . . There appears to be a definite relationship between the decision to commute or not to commute and the level of the father's occupation and/or education. As level of father's occupation or education increases, the proportion of the students expecting to commute decreases. (p. 78)

INTRODUCTION

This study was initiated to bring together information needed for the planning of statewide programs of post-secondary education in Wisconsin. There was need to know the expectations and ultimate goals of post-secondary education for Wisconsin youth; whether significant numbers of promising high school seniors do not expect to take advantage of the state's post-secondary educational facilities and programs; what part of Wisconsin's youth expect to complete baccalaureate degrees and expect to continue for graduate work; and, in general, the situations and circumstances which encourage or discourage continued education beyond the secondary school.

Survey Procedure

Early in the discussions of the feasibility of conducting a survey of spring 1968 Wisconsin high school seniors, it was determined that a final report should include, where possible, a comparison of the results of this survey with the results of a survey conducted by Professor J. Kenneth Little of The University of Wisconsin School of Education in the spring of 1957. Thus, it was determined to survey all high school seniors in the state and to draw a sample, for the analyses, from the questionnaires returned.

Through the records of the Higher Educational Aids Board, the Department of Public Instruction, and the Wisconsin Inter-Scholastic Athletic Association, it was ascertained that there were 513 operating public and private high schools in Wisconsin in 1967-1968. An analysis of the enrollment data supplied by the Department of Public Instruction indicated that 71,812 seniors were registered in these schools as of September of 1967. To establish rapport with the secondary schools, it was agreed that an initial letter would be sent to all district school administrators by William C. Kahl, State Superintendent of Public Instruction (See Appendix A.1). That letter was sent on March 14, 1968.

Prior to questionnaires being shipped to the schools, a letter was sent to each secondary school principal by Angus B. Rothwell, Executive Director of the Wisconsin Coordinating Council for Higher Education (See Appendix A.2). That letter requested cooperation of the schools, reviewed the contents of

Mr. Kahl's letter, and provided a return postcard on which they were asked to indicate their willingness to participate (See Appendix A.3). Those schools which had designated a project director indicated that name on the pre-addressed return postcard. A compilation from that postcard served as a guide in the follow-up process.

The questionnaire form, "Wisconsin Senior Survey - 1968," went through four revisions, each revision being subject to a review by the participating agencies. Consideration was given to mark-sensing answer sheets, separate answer sheets, and a precoded instrument. In the final analysis, a simpler form was accepted because of the time factor, the cost factor, and the ease of administration in the schools. The final student questionnaire was a four-page, forty-nine question, structured survey instrument (See Appendix A.4). The questionnaire was divided into five sets of questions with each set consisting of related questions. These sets are: (1) questions with respect to immediate and long-range plans, (2) questions with respect to the family, (3) questions about the knowledge of financial aids and the influence of financial aids on future plans, (4) questions about the secondary school and secondary school activities, and (5) two "optional" questions on racial background and family wealth or level of income.

In numerous questions, the student was given the opportunity to give a weight to several responses to a particular question. Open-ended response items also were included for each of the major question areas.

Shipments of questionnaire forms to the secondary schools, both public and private, were completed by April 19, 1968. Through a contract with the Madison Opportunity Center, Inc., the shipments were prepared and distributed to the schools. United Parcel Service was the delivery agent. Such an arrangement made use of an existing organizational structure for assembling, packaging, wrapping, and weighing with a single total project charge rendered at the conclusion of the operation. Only three working days were required to perform the task after the needed materials were delivered to the Madison Opportunity Center at 714 Market Place, Madison, Wisconsin. Therefore, nearly simultaneous delivery of the survey forms was achieved throughout the state. The gummed mailing labels were provided by the Department of Public Instruction.

The packets sent to the schools consisted of: (1) "Directions for the Survey"--instructions for the project supervisor of the school (See Appendix A.5), (2) the questionnaire forms, (3) "Specific Instructions for the Student Questionnaire"--special instructions for selected items (See Appendix A.6), (4) a return mailing sticker, and (5) instructions for returning the completed questionnaires (See Appendix A.7).

On May 24, 1968, a follow-up letter was sent to all schools from which questionnaires had not been received. In June of 1968, a final request was made to the secondary schools which had not forwarded completed questionnaires. The response to the initial request for cooperation in the study and the response through submitting completed questionnaires both indicated a high degree of willingness and interest in the project.

The initial response, as tabulated from the return postcards, indicated that 495 schools, or 96.5 percent, would participate. With one exception, those declining to participate did so on the basis that they had no seniors enrolled in the school. Of the 496 schools with seniors enrolled, 467 schools (94.2%) returned student questionnaires; of these, 66 (14.1%) are private high schools. There were 66,517 seniors enrolled in the 467 secondary schools; 8,177 (12.3%) of these seniors were enrolled in private secondary schools. The schools returning questionnaires enrolled 92.6 percent of all of the seniors enrolled in the state.

There were 57,349 completed questionnaires returned. This represented 86.2 percent of the seniors enrolled in the schools which submitted completed questionnaires; of these seniors, 7,556 (13.2%) were enrolled in private secondary schools.

There was information available for 387 (96.5%) of the 401 public high schools on the number of students (total high school including seniors) enrolled who were members of minority groups--Indian, Negro, Oriental, and Spanish American. These 387 schools enrolled 243,445 students of whom 7,994 (3.3%) were members of the minority groups; of the 243,445 students, 1,314 (0.5%) are Indian, 5,349 (2.2%) are Negro, 185 (0.1%) are Oriental, and 1,146 (0.5%) are Spanish American. In the sample used for this report, 2.7 percent of the students indicated that they belonged to one of the minority groups.

An analysis of the high schools and students represented in the survey seems to indicate that all areas of the state, all general community sizes, all ethnic origin groups, and all types of schools (public and private) are quite proportionately represented in the response group. This is supported by the size of the respondent groups by high school as compared with the size of the senior classes in the high schools of the state; these data are presented in Table I.

TABLE I

PROPORTION OF HIGH SCHOOLS IN THE STATE BY SIZE OF SENIOR CLASS AND PROPORTION OF RESPONDENT GROUPS BY SIZE

Size of Group	Percent of Wisconsin High Schools	Percent of Respondent Group in Survey
700 and Over	1	--
601 - 700	2	0.5
501 - 600	2	0.5
401 - 500	3	3
301 - 400	5	5
201 - 300	10	9
101 - 200	23	23
Less than 100	54	59
TOTAL	100	100

Two items of desired information were not requested on the questionnaire: (1) rank in high school class and (2) scores on the Henmon-Nelson Test of Mental Ability. Each secondary school was asked to provide a class-rank listing of the students in the senior class. Centile ranks in class were computed from these lists. The source of the Henmon-Nelson test scores, converted to centile ranks, was the bound volumes of the scores of the Wisconsin Testing Service.

The Sample

It was determined that the analyses of the data would be based upon an approximately one-sixth stratified random sample of the respondents. The name of each school was entered on a file card, the size of the respective respondent group was recorded on the card, and an initial selection number from one to six was chosen at random. The initial selection numbers were drawn from a box containing six discs numbered from one to six. The code sheets for the respondents of each high school were filed in alphabetical order. The first code sheet was drawn based upon the initial selection number; thereafter each sixth code sheet was selected. The appropriate code sheets for each school then constituted the sample population. These code sheets were forwarded to the Department of Public Instruction for key-punching and verification.

This one in six sample from among the 57,349 respondents would have yielded 9,558 individuals for the sample had each high school not been treated as a separate population. According to the procedure of sampling used, there are 9,524 individuals represented in the working sample (4,829 men and 4,695 women).

ANALYSES OF TOTAL SAMPLE

There were 57,349 Wisconsin high school seniors who completed the questionnaire, "Wisconsin Senior Survey - 1968," in the spring of 1968. The one-in-six random sample of these individuals stratified by secondary school produced a sample group of 9,524 individuals on which the analyses of this report are based--4,829 men and 4,695 women.

Expected Post-Secondary Attendance

Of the total sample, 64.5 percent of the students (65.7% of the men and 63.3% of the women) expected to attend a post-secondary institution in the fall of 1968 (Table II). The bulk of the students expected to attend a public institution in the state of Wisconsin (48.0%); 9.2 percent of them expected to attend a Wisconsin private institution; 7.1 percent expected to attend an out-of-state school; and 0.2 percent had not decided on a college--total 64.5 percent. This percentage compares quite favorably with the estimates of the relationship between the number of Wisconsin high school graduates and the number of new Wisconsin resident freshmen attending in-state or out-of-state colleges in 1966 as presented in CCHE Paper #57, May 1968 (Table III). The 64.5 percent of the current survey is a bit misleading, however, since this represents the percent of the high school seniors who expect to attend a post-secondary institution in the immediately following fall. At least 69.9 percent of the seniors expect eventually to attend a post-secondary institution.

A rather interesting difference in the comparisons to be found in Table III is that of the percentages for the vocational-technical-adult schools. Whereas only 12.1 percent of the 1968 seniors expected to attend a vocational-technical-adult school in the fall of 1968, CCHE Paper #57 shows a 21.0 percent relationship between the number of high school graduates and the new students attending the vocational-technical-adult schools. If the difference between the proportion of students ultimately expecting to attend a post-secondary institution and those expecting to attend in the fall of 1968 (69.9% - 64.5% = 5.4%) were to be added to the 12.1 percent, this would still only be 17.5 percent; if the 4.1 percent who have no idea of whether or not they eventually would attend a post-secondary institution were to be added to

TABLE II

EXPECTED ATTENDANCE BY SEX - ALL SENIORS FALL 1968-69 BY INSTITUTION AND SYSTEM

Institution	Men		Women		Total	
	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN						
Madison	315	6.5	182	3.9	497	5.2
Milwaukee	193	4.0	150	3.2	343	3.6
Green Bay Complex	89	1.8	45	1.0	134	1.4
Parkside Complex	25	0.5	40	0.8	65	0.7
Centers	124	2.6	82	1.7	206	2.2
TOTAL	746	15.4	499	10.6	1,245	13.1
STATE UNIVERSITIES						
Eau Claire	156	3.2	175	3.7	331	3.5
La Crosse	116	2.4	125	2.7	241	2.5
Oshkosh	190	3.9	211	4.5	401	4.2
Platteville	110	2.3	41	0.9	151	1.6
River Falls	89	1.8	47	1.0	136	1.4
Stevens Point	159	3.3	124	2.6	283	3.0
Stout	67	1.4	71	1.5	138	1.5
Superior	47	1.0	41	0.9	88	0.9
Whitewater	129	2.7	158	3.3	287	3.0
Branches	55	1.1	23	0.5	78	0.8
TOTAL	1,118	23.1	1,016	21.6	2,134	22.4
VOCATIONAL-TECHNICAL-ADULT						
Madison	81	1.7	117	2.5	198	2.1
Milwaukee	182	3.8	98	2.1	280	2.9
Others	373	7.7	305	6.5	678	7.1
TOTAL	636	13.2	520	11.1	1,156	12.1
COUNTY TEACHERS COLLEGES	14	0.3	19	0.4	33	0.4
TOTAL PUBLIC	2,514	52.0	2,054	43.7	4,568	48.0
PRIVATE UNIVERSITIES						
Lawrence	12	0.2	10	0.2	22	0.2
Marquette	60	1.2	37	0.8	97	1.0
TOTAL	72	1.4	47	1.0	119	1.2

Institution	Men		Women		Total	
	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS						
Alverno	--	--	14	0.3	14	0.1
Beloit	2	0.0	4	0.1	6	0.1
Cardinal Stritch	--	--	7	0.1	7	0.1
Carroll	16	0.3	22	0.5	38	0.4
Carthage	7	0.2	8	0.2	15	0.2
Dominican	2	0.0	6	0.1	8	0.1
Edgewood	--	--	2	0.0	2	0.0
Holy Family	--	--	3	0.1	3	0.0
Lakeland	3	0.1	3	0.1	6	0.1
Marian	--	--	16	0.3	16	0.2
Milton	9	0.2	1	0.0	10	0.1
Mt. Mary	--	--	14	0.3	14	0.1
Mt. Senario	3	0.1	2	0.0	5	0.0
Northland	5	0.1	3	0.1	8	0.1
Northwestern	5	0.1	1	0.0	6	0.1
Ripon	10	0.2	12	0.3	22	0.2
St. Norbert	19	0.4	26	0.6	45	0.5
Viterbo	--	--	13	0.3	13	0.1
TOTAL	81	1.7	157	3.4	238	2.5
OTHER PRIVATE						
Layton School of Art	6	0.1	2	0.0	8	0.1
Milw. Sch. of Engineering	23	0.5	--	--	23	0.2
Wis. College-Conservatory	1	0.0	--	--	1	0.0
Theological Seminaries	25	0.6	--	--	25	0.3
Junior Colleges	12	0.2	21	0.4	33	0.4
Hospital Schools of Nursing	3	0.1	64	1.4	67	0.7
Proprietary Schools	64	1.3	299	6.4	363	3.8
TOTAL	134	2.8	386	8.2	520	5.5
TOTAL PRIVATE	287	5.9	590	12.6	877	9.2
OUT-OF-STATE						
California	17	0.4	14	0.3	31	0.3
Colorado	15	0.3	13	0.3	28	0.3
Illinois	50	1.0	44	0.9	94	1.0
Indiana	28	0.6	17	0.4	45	0.5
Iowa	39	0.8	48	1.0	87	0.9
Michigan	32	0.7	14	0.3	46	0.5
Minnesota	63	1.3	91	1.9	154	1.6
Missouri	9	0.2	13	0.3	22	0.2
Other States	112	2.3	61	1.3	173	1.8
TOTAL	365	7.6	315	6.7	680	7.1
TOTAL	3,166	65.5	2,959	63.0	6,125	64.3
COLLEGE NOT INDICATED	9	0.2	13	0.3	22	0.2
TOTAL	3,175	65.7	2,972	63.3	6,147	64.5
NOT PLANNING TO ATTEND POST-SECONDARY	1,654	34.3	1,723	36.7	3,377	35.5
GRAND TOTAL	4,829	100.0	4,695	100.0	9,524	100.0

TABLE III

RELATIONSHIP BETWEEN SAMPLE OF 1968 WISCONSIN HIGH SCHOOL SENIORS AND ESTIMATES OF CCHE PAPER #57, 1968, ON PROPORTIONS OF HIGH SCHOOL GRADUATES ATTENDING COLLEGE

(Proportions for seniors are for fall of 1968)

Type of Institution	CCHE #57 %	1968 Senior Survey %
Univ. of Wis. and State Universities	30.5	35.5
Vocational-Technical-Adult	21.0	12.1
County Teachers Colleges	0.9	0.4
Wisconsin Private	5.5	5.4
Proprietary Schools	3.0	3.8
Out-of-state Institutions	5.0	7.1
Unknown College	--	0.2
TOTAL	65.9	64.5*

*Nearly 70.0 percent (69.9%) of the seniors indicated that they eventually expect to attend a post-secondary institution; an additional 4.1 percent indicated that they had no idea of whether eventually they would continue their education.

the 17.5 percent, this would produce 21.6 percent--a percent equivalent to the VTA percentage of CCHE Paper #57.

It would not be a logical assumption, however, that all students deferring their continued education would attend the VTA system or that all of the "undecideds" would attend a post-secondary institution. Therefore, it appears that there are quite a number of seniors who expect to attend a collegiate institution but who later change their minds and attend a VTA school. This, in itself, provides a reason for continuing this study to determine the institutions that these seniors actually attended in the fall of 1968 and the fall of 1969.

Although the total proportion of senior men and senior women expecting to attend a post-secondary institution in the fall of 1968 is not highly different (65.7% as compared with 63.3%), there are some differences by type of institution which appear significant. There is a greater tendency for women than men to attend Wisconsin private colleges (12.6% of the senior women as compared with 5.9% of the senior men); in fact, the private Wisconsin colleges can expect twice the number of women as men from the senior class surveyed. Marquette and Lawrence universities, however, can expect more men than women as can Milton, Northland, Northwestern, Layton School of Art, Milwaukee School of Engineering, and, of course, the theological seminaries.

More men than women are expected to attend out-of-state colleges although Iowa and Minnesota can expect more women than men. The only Wisconsin public institutions that can expect more women than men are the State Universities at Eau Claire, La Crosse, Oshkosh, Menomonie (Stout), and Whitewater; the Madison Technical College; and the County Teachers Colleges.

High School Rank

Research generally has confirmed that women, on the average, rank higher in their high school classes than men do. The current report substantiates this (Table IV). Were the sample a complete and accurate distribution of high school rank, there should be 10.0 percent of the individuals in each decile range. Even though the distribution of the combined men and women varies from this, it is obvious that a much higher proportion of the women than of the men rank in the top part of their high school classes. Whereas 39.4 percent of the women ranked in the top 30 percent of their high school classes, only 25.6 percent of the men did.

One certainly might expect that the seniors who rank in the top quarter of their high school classes would have the potential for post-secondary education. Yet 14.2 percent of these persons (9.7% of the men and 17.2% of the women) did not anticipate attending a post-secondary institution in the fall of 1968 (Table V). Of the seniors in the second highest quarter of their high school classes, 28.3 percent did not expect to attend a post-secondary institution in the fall of 1968. Thus 21.0 percent of the seniors in the top half of their high school classes did not anticipate enrolling in a post-secondary institution in the fall of 1968. This would appear to be a significant loss of talent.

Stated differently (Table VI), of the persons not expecting to attend a post-secondary institution in the fall of 1968, 10.9 percent ranked in the top quarter, 20.1 percent ranked in the second quarter, 29.9 percent ranked in the

TABLE IV

CENTILE RANK IN HIGH SCHOOL CLASS OF TOTAL SAMPLE

Rank	Men		Women		Total	
	No.	%	No.	%	No.	%
90 - 99	419	8.7	652	13.9	1,071	11.3
80 - 89	390	8.1	629	13.4	1,019	10.7
70 - 79	427	8.8	566	12.1	993	10.4
60 - 69	414	8.6	532	11.3	946	9.9
50 - 59	486	10.1	465	9.9	951	10.0
40 - 49	544	11.3	451	9.6	995	10.4
30 - 39	537	11.1	372	7.9	909	9.6
20 - 29	545	11.3	351	7.5	896	9.4
10 - 19	514	10.6	274	5.8	788	8.3
0 - 9	553	11.4	403	8.6	956	10.0
TOTAL	4,829	100.0	4,695	100.0	9,524	100.0

TABLE V

PERCENT OF MEN AND OF WOMEN BY HIGH SCHOOL RANK NOT PLANNING TO ATTEND COLLEGE FALL 1968-69

High School Rank	Not Planning to Attend						Total Sample		
	Men		Women		Total		Men	Women	Total
	No.	%	No.	%	No.	%	No.	No.	No.
75 - 99	99	9.7	269	17.2	368	14.2	1,022	1,564	2,586
50 - 74	228	20.5	450	35.2	678	28.3	1,114	1,280	2,394
25 - 49	540	39.9	470	49.6	1,010	43.9	1,353	948	2,301
0 - 24	787	58.7	534	59.1	1,321	58.9	1,340	903	2,243
TOTAL	1,654	34.3	1,723	36.7	3,377	35.5	4,829	4,695	9,524

TABLE VI

QUARTER OF HIGH SCHOOL RANK OF MEN AND OF WOMEN PLANNING TO ATTEND COLLEGE AND THOSE NOT PLANNING TO ATTEND FALL 1968-69

Quarter of High School Rank	Planning to Attend						Not Planning to Attend					
	Men		Women		Total		Men		Women		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
75-99	923	29.1	1,295	43.6	2,218	36.1	99	6.0	269	15.6	368	10.9
50-74	886	27.9	830	27.9	1,716	27.9	228	13.8	450	26.1	678	20.1
25-49	813	25.6	478	16.1	1,291	21.0	540	32.6	470	27.3	1,010	29.9
0-24	553	17.4	369	12.4	922	15.0	787	47.6	534	31.0	1,321	39.1
TOTAL	3,175	100.0	2,972	100.0	6,147	100.0	1,654	100.0	1,723	100.0	3,377	100.0

third quarter, and 39.1 percent ranked in the bottom quarter of their high school classes. Of those expecting to attend, 36.1 percent ranked in the top quarter, 27.9 percent ranked in the second quarter, 21.0 percent ranked in the third quarter, and 15.0 percent ranked in the bottom quarter of their high school classes.

High School Grade Average

Assuming that the respondents to the questionnaire accurately reported their high school grade averages, it is evident that the grades of seniors in high school do not closely follow the normal curve (Table VII). Whereas only 14.0 percent of the seniors reported a grade average below "C," 32.2 percent reported a grade average above "C." This is not surprising since students are not successful in graduating if among their grades there are a large proportion of "F's." What is surprising is that 36.9 percent of the students who report a high school grade average of "Below C" expected to be enrolled in a post-secondary institution in the fall of 1968 (Table VIII). Also surprising is that a much higher proportion of the women than of the men reported that their grade average was below "C" (30.9% as compared with 18.3%). The students reporting a grade average of "Below C" made up 8.0 percent of the students expecting to go on (Table IX); this did not differ a good deal from the students expecting to go on who reported a grade average of "A" (8.6%).

These data support the assumption that some well-qualified students do not continue their education. Of the persons not expecting to continue, 14.0 percent reported an "A" or "B" average. Of the persons reporting an "A" average, 7.9 percent did not expect to continue. Of the persons reporting a "B" average, 17.2 percent did not expect to continue beyond the secondary school.

Plans First Year After High School

There was some discrepancy between the proportion of seniors who indicated a post-secondary school that they would attend in the fall of 1968 and the proportion who, on another question on the questionnaire, indicated that they would attend school in the fall of 1968. While 64.5 percent of the respondents stated that they would attend a particular post-secondary institution the following fall, 65.9 percent stated that they would attend school either full time or part time (Table X). These data and data to be presented later in this report indicate

TABLE VII

ESTIMATE OF HIGH SCHOOL GRADE AVERAGE OF TOTAL SAMPLE

Grade Average	Men		Women		Total	
	No.	%	No.	%	No.	%
A	239	4.9	332	7.1	571	6.0
B	996	20.6	1,495	31.8	2,491	26.2
C	2,654	55.0	2,359	28.9	5,013	52.6
Below C	884	18.3	449	30.9	1,333	14.0
No Response	56	1.2	60	1.3	116	1.2
TOTAL	4,829	100.0	4,695	100.0	9,524	100.0

TABLE VIII

PERCENT OF MEN AND OF WOMEN, BY ESTIMATE OF HIGH SCHOOL GRADE AVERAGE, NOT PLANNING TO ATTEND COLLEGE FALL 1968-69

Grade Average	Not Planning to Attend						Total Sample		
	Men		Women		Total		Men	Women	Total
	No.	%	No.	%	No.	%	No.	No.	No.
A	16	6.7	29	8.7	45	7.9	239	332	571
B	107	10.7	321	21.5	428	17.2	996	1,495	2,491
C	960	36.2	1,058	44.8	2,018	40.3	2,654	2,359	5,013
Below C	543	61.4	298	66.4	841	63.1	884	449	1,333
No Response	28	50.0	17	28.3	45	38.8	56	60	116
TOTAL	1,654	34.3	1,723	36.7	3,377	35.5	4,829	4,695	9,524

TABLE IX

ESTIMATE OF HIGH SCHOOL GRADE AVERAGE OF MEN AND OF WOMEN PLANNING TO ATTEND COLLEGE AND THOSE NOT PLANNING TO ATTEND FALL 1968-69

Grade Average	Planning to Attend						Not Planning to Attend					
	Men		Women		Total		Men		Women		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
A	223	7.0	303	10.2	526	8.6	16	1.0	29	1.7	45	1.3
B	889	28.0	1,174	39.5	2,063	33.6	107	6.5	321	18.6	428	12.7
C	1,694	53.4	1,301	43.8	2,995	48.7	960	58.0	1,058	61.4	2,018	59.8
Below C	341	10.7	151	5.1	492	8.0	543	32.8	298	17.3	841	24.9
No Response	28	0.9	43	1.4	71	1.1	28	1.7	17	1.0	45	1.3
TOTAL	3,175	100.0	2,972	100.0	6,147	100.0	1,654	100.0	1,723	100.0	3,377	100.0

TABLE X

PLANS FIRST YEAR AFTER HIGH SCHOOL OF TOTAL SAMPLE

Plans	Men		Women		Total	
	No.	%	No.	%	No.	%
Attend School Full Time	2,801	58.0	2,665	56.8	5,466	57.4
Attend School Part Time	426	8.8	385	8.2	811	8.5
Work Full Time	851	17.6	1,333	28.4	2,184	22.9
Work Part Time	110	2.3	88	1.9	198	2.1
Enter Military Service	471	9.8	39	0.8	510	5.4
Be Married	34	0.7	105	2.2	139	1.5
Do Nothing	12	0.2	10	0.2	22	0.2
Other	44	0.9	25	0.5	69	0.7
No Plan	80	1.7	45	1.0	125	1.3
TOTAL	4,829	100.0	4,695	100.0	9,524	100.0

that not all of the seniors would be graduated at the close of the 1967-68 year; some would still be registered in the secondary school in the fall of 1968.

Nearly 10 percent of the men (9.8%) expected to be in military service and an additional 19.9 percent expected to be working either full time or part time; 2.2 percent of the women expected to be married and an additional 30.3 percent expected to be working either full time or part time.

According to Knowledge of Financial Aids Programs

It is quite significant that 59.6 percent of the high school seniors gave no indication of having any knowledge of any of the financial aids programs available for post-secondary education (Table XI). The percentages of that table are presented in terms of cumulative percentages. Only 38.8 percent of the men and 42.2 percent of the women expressed having any knowledge of scholarship, loan, grant, employment, or any other type of financial assistance programs. The implication might be that either the secondary schools are not disseminating this type of information well, that the secondary schools are not as well informed as they should be, or that the high school students themselves do not seek knowledge about these types of programs. Since financial aids programs are considered

TABLE XI

KNOWLEDGE OF FINANCIAL AIDS PROGRAMS DIVIDED BY TOTAL SAMPLE OF MEN AND OF WOMEN

Type of Financial Aids Program	Men		Women		Total	
	No.	Cum. %	No.	Cum. %	No.	Cum. %
Wisconsin Scholarship, Grant, or Loan Programs	336	7.0	320	6.8	656	6.9
Federal Scholarship, Grant, or Loan Programs	111	9.3	87	8.7	198	9.0
Local Scholarship and Loan Programs	89	11.1	122	11.3	211	11.2
Private Scholarship and Grant Programs	63	12.4	87	13.1	150	12.8
Employment Programs	135	15.2	120	15.7	255	15.4
Wisconsin Scholarship and Grant; and/or Federal Scholarship and Grant; and/or Local Scholarship; and/or Private Scholarship and Grant Programs; and/or Employment Programs	500	25.6	591	28.3	1,091	26.9
Wisconsin Loan and Federal Loan Programs	18	25.9	13	28.5	31	27.2
Other	48	26.9	37	29.3	85	28.1
Comprehensive Knowledge of Scholarship, Grant, Loan, and Employment Programs	572	38.8	602	42.2	1,174	40.4
NO KNOWLEDGE INDICATED OF ANY TYPE	2,957	100.0	2,716	100.0	5,673	100.0
TOTAL	4,829		4,695		9,524	

as "package" programs and information is released in this way, it is possible that a question of knowledge that post-secondary institutions have financial aids programs would have elicited a higher percentage response.

Significant also is the fact that over 40 percent of the seniors expecting to attend school full time the following fall claimed to have no knowledge of financial aids programs and that over 84 percent (84.4%) of these persons felt that knowledge of financial aids programs would have been important to them (Tables XII and XIII). Even more significant may be the respondents' indication that 61.7 percent of those expecting to attend school part time had no financial aids information and that 72.0 percent of the persons expecting to work full time or part time had no financial aids information. Of the persons expecting to work and who had no knowledge of financial aids programs, 92.1 percent stated that knowledge of financial aids programs would have been important to them.

There is an indication, however, that knowledge of financial aids programs is not very important to the majority of seniors. Of the seniors who were aware of financial aids programs of one type or of several types, only 6.4 percent indicated that such knowledge was real important. Of those persons who expected to attend school full time and had knowledge of financial aids programs, 7.6 percent felt such knowledge was real important to them.

According to Contact with Post-secondary Representatives

Over half of the seniors responding had no contact with representatives of post-secondary institutions (Tables XIV and XV). Of those expecting to attend school full time, 37.9 percent had no such contact; of these persons, 88.2 percent felt that such a contact would have been important to them. However, of the seniors who did have contact with post-secondary representatives, only 12.6 percent felt that such a contact was very important.

TABLE XII

PLANS OF MEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO KNOWLEDGE OF FINANCIAL AIDS PROGRAMS

Plans Next Year	Had Financial Aids Information						Did Not Have Finan. Aids Information						Total	
	Important To Me		Not Too Important		Total		Unimportant		Would Have Been Important		Total			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Attend School Full Time	84	3.4	1,351	53.9	1,435	57.3	162	6.5	907	36.2	1,069	42.7	2,504	100.0
Attend School Part Time	7	1.9	146	40.7	153	42.6	15	4.2	191	53.2	206	57.4	359	100.0
Work Full Time	6	0.9	187	26.7	193	27.6	28	4.0	478	68.4	506	72.4	699	100.0
Work Part Time	1	1.2	29	34.1	30	35.3	6	7.1	49	57.6	55	64.7	85	100.0
Military Service	4	1.1	143	37.4	147	38.5	14	3.7	221	57.8	235	61.5	382	100.0
Other	2	1.7	36	30.0	38	31.7	7	5.8	75	62.5	82	68.3	120	100.0
TOTAL*	104	2.5	1,892	45.6	1,996	48.1	232	5.6	1,921	46.3	2,153	51.9	4,149	100.0

*There was no response on one or the other variable by 680 men.

TABLE XIII

PLANS OF WOMEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO KNOWLEDGE OF FINANCIAL AIDS PROGRAMS

Plans Next Year	Had Financial Aids Information						Did Not Have Finan. Aids Information						Total	
	Important To Me		Not Too Important		Total		Unimportant		Would Have Been Important		Total			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Attend School Full Time	135	5.4	1,309	52.8	1,444	58.2	167	6.8	869	35.0	1,036	41.8	2,480	100.0
Attend School Part Time	2	0.6	113	33.1	115	33.7	28	8.2	198	58.1	226	66.3	341	100.0
Work Full Time	7	0.6	309	26.8	316	27.4	74	6.4	764	66.2	838	72.6	1,154	100.0
Work Part Time	1	1.3	24	31.6	25	32.9	7	9.2	44	57.9	51	67.1	76	100.0
Be Married	1	1.1	23	25.6	24	26.7	4	4.4	62	68.9	66	73.3	90	100.0
Other	1	1.1	23	25.9	24	27.0	5	5.6	60	67.4	65	73.0	89	100.0
TOTAL*	147	3.5	1,801	42.6	1,948	46.1	285	6.7	1,997	47.2	2,282	53.9	4,230	100.0

*There was no response on one or the other variable by 465 women.

TABLE XIV

PLANS OF MEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO WHETHER OR NOT THE STUDENT HAD PERSONAL CONTACT WITH REPRESENTATIVES OF HIGHER EDUCATIONAL INSTITUTIONS

Plans Next Year	Contact with Representatives						No Contact with Representatives						Total	
	Important To Me		Not Too Important		Total		Unimportant		Would Have Been Important		Total			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Attend School Full Time	192	7.6	1,364	54.0	1,556	61.6	107	4.2	865	34.2	972	38.4	2,528	100.0
Attend School Part Time	15	4.1	136	37.7	151	41.8	15	4.2	195	54.0	210	58.2	361	100.0
Work Full Time	11	1.6	127	18.3	138	19.9	25	3.6	529	76.5	554	80.1	692	100.0
Work Part Time	4	4.5	24	27.3	28	31.8	4	4.5	56	63.7	60	68.2	88	100.0
Military Service	8	2.1	111	29.0	119	31.1	10	2.6	254	66.3	264	68.9	383	100.0
Other	--	--	43	36.8	43	36.8	3	2.5	71	60.7	74	63.2	117	100.0
TOTAL*	230	5.5	1,805	43.3	2,035	48.8	164	3.9	1,970	47.3	2,134	51.2	4,169	100.0

*There was no response on one or the other variable by 660 men.

TABLE XV

PLANS OF WOMEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO WHETHER OR NOT THE STUDENT HAD PERSONAL CONTACT WITH REPRESENTATIVES OF HIGHER EDUCATIONAL INSTITUTIONS

Plans Next Year	Contact with Representatives						No Contact with Representatives						Total	
	Important To Me		Not Too Important		Total		Unimportant		Would Have Been Important		Total			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Attend School Full Time	201	8.0	1,366	54.6	1,567	62.6	118	4.7	819	32.7	937	37.4	2,504	100.0
Attend School Part Time	12	3.6	111	33.0	123	36.6	24	7.1	189	56.3	213	63.4	336	100.0
Work Full Time	28	2.4	269	23.3	297	25.7	74	6.4	785	67.9	859	74.3	1,156	100.0
Work Part Time	1	1.3	24	31.6	25	32.9	3	3.9	48	63.2	51	67.1	76	100.0
Be Married	3	3.3	27	29.3	30	32.6	3	3.3	59	64.1	62	67.4	92	100.0
Other	2	2.3	19	22.1	21	24.4	3	3.5	62	72.1	65	75.6	86	100.0
TOTAL*	247	5.8	1,816	42.7	2,063	48.5	225	5.3	1,962	46.2	2,187	51.5	4,250	100.0

*There was no response on one or the other variable by 445 women.

Employment of Father or Father and Mother

There appears to be no real difference between the proportion of seniors who expect to attend a post-secondary institution if the father only is employed or if the father and mother both are employed (Table XVI)--65.6 percent of the seniors whose father only and 66.2 percent of the seniors whose father and mother are employed.

There is a significant difference, however, in the college-going rate of seniors according to the general type of occupation of the father (Table XVII). In order of the proportion of the seniors, according to father's occupation, who expect to attend a post-secondary institution, the responses give the following percentages:

Father's Occupation	Percent of Seniors Continuing		
	Men	Women	Total
Professional	85.7	86.4	86.0
Executive	79.9	78.5	79.2
Salesman	77.8	76.4	77.2
Small Business	74.9	69.5	72.2
Office Work	70.8	71.6	71.1
Service Worker	65.8	61.0	63.2
Craftsman	59.4	57.6	58.4
Farming	56.3	59.3	57.8
Industrial Employee	55.9	52.0	53.9

One notes a substantial difference in the proportion of seniors, according to father's occupation, that expect to attend a post-secondary institution, but there seems to be little difference in the proportion of men and of women, by respective father's occupational grouping, that intend to continue their schooling during the year following high school graduation.

Among male students, there is a considerable upgrading in the student's occupational goal as compared with the occupation of his father (Table XVIII). While only 8.7 percent of the fathers are in professional positions, 44.8 percent of the male students hope to be in professional positions. A considerably lower percentage of the male students hope to be in some of the types of occupations than is true of the fathers; notable are small business (2.8% vs. 7.1%), farming (4.0% vs. 11.9%), sales (2.5% vs. 6.4%), and industrial employee (9.6% vs. 20.8%).

TABLE XVI

PROPORTION OF SENIORS EXPECTING TO ATTEND COLLEGE IN CASES OF FATHER ONLY OR FATHER AND MOTHER EMPLOYED*

High School Seniors	Father Only Employed						Father and Mother Employed					
	Expect to Attend		Do Not Expect to Attend		Total		Expect to Attend		Do Not Expect to Attend		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Men	1,763	67.3	856	32.7	2,619	100.0	1,075	66.6	540	33.4	1,615	100.0
Women	1,560	63.8	887	36.2	2,447	100.0	1,116	65.8	581	34.2	1,697	100.0
TOTAL	3,323	65.6	1,743	34.4	5,066	100.0	2,191	66.2	1,121	33.8	3,312	100.0

*An additional 1,146 seniors (595 men and 551 women) did not indicate that the father or the father and mother were employed.

TABLE XVII

OCCUPATION OF FATHER OF MEN AND OF WOMEN PLANNING TO ATTEND COLLEGE AND THOSE NOT PLANNING TO ATTEND FALL 1968-69

Father's Occupation	Planning to Attend						Not Planning to Attend					
	Men		Women		Total		Men		Women		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Professional	349	11.0	317	10.7	666	10.8	58	3.5	50	2.9	108	3.2
Executive	450	14.2	443	14.9	893	14.5	113	6.8	121	7.0	234	6.9
Small Business	250	7.9	216	7.3	466	7.6	84	5.1	95	5.5	179	5.3
Farming	314	9.9	315	10.6	629	10.2	244	14.8	216	12.5	460	13.6
Salesman	235	7.4	191	6.4	426	6.9	67	4.1	59	3.4	126	3.7
Craftsman	296	9.3	278	9.3	574	9.4	202	12.2	205	11.9	407	12.1
Service Worker	266	8.4	288	9.7	554	9.0	138	8.3	184	10.7	322	9.5
Industrial Employee	557	17.5	549	18.5	1,106	18.0	439	26.5	506	29.4	945	28.0
Office Work	121	3.8	78	2.6	199	3.3	50	3.0	31	1.8	81	2.4
Other or Not Given	337	10.6	297	10.0	634	10.3	259	15.7	256	14.9	515	15.3
TOTAL	3,175	100.0	2,972	100.0	6,147	100.0	1,654	100.0	1,723	100.0	3,377	100.0

TABLE XVIII

FATHER'S OCCUPATION AS COMPARED WITH MALE STUDENT'S OCCUPATIONAL GOAL*

Student's Occupational Goal	Father's Occupation										Total
	Profes- sional	Execu- tive	Small Business	Farm- ing	Sales- man	Crafts- man	Service Worker	Indust. Employee	Office Work	Other or Not Given	
	%	%	%	%	%	%	%	%	%	%	%
Professional	73.2	53.5	47.8	31.0	53.3	41.1	46.6	39.0	46.2	33.1	44.8
Executive	10.5	22.4	9.9	7.7	16.0	7.4	9.3	9.8	14.8	10.1	11.5
Small Business	2.1	2.1	10.2	2.2	1.1	2.0	0.6	2.5	3.8	3.4	2.8
Farming	0.3	0.6	1.7	25.7	0.0	1.8	1.7	0.7	0.6	2.2	4.0
Salesman	0.8	1.9	5.0	1.6	6.6	1.6	2.8	1.9	1.3	3.6	2.5
Craftsman	4.3	7.5	10.2	10.3	8.4	29.7	16.0	18.3	14.1	16.3	14.2
Service Worker	3.2	5.9	5.0	6.1	5.8	6.1	11.8	7.6	9.0	10.5	7.1
Industrial Employee	2.1	4.0	7.9	12.4	5.5	7.2	6.4	16.0	3.8	17.5	9.6
Office Work	3.5	2.1	2.3	3.0	3.3	3.1	4.8	4.2	5.8	3.1	3.4
Other or Not Given	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	0.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No. of Cases*	373	522	303	506	274	445	356	888	156	447	4,270
Percent	8.7	12.2	7.1	11.9	6.4	10.4	8.3	20.8	3.7	10.5	100.0

*There were 559 men (11.6%) who did not indicate their ultimate occupational goal.

There is a marked tendency for the male child to select an occupation quite different from that of his father and, in fact, outside of the occupational grouping of the father. The closest similarity is among the males whose fathers are employed professionally; 73.2 percent of their sons expect to be in a profession. In contrast, only 22.4 percent of the sons of executives expect to be executives; only 10.2 percent of the sons of small business employees expect to be employed in small business; only 25.7 percent of the sons of farmers expect to be employed in agriculture; only 6.6 percent of the sons of salesmen expect to be employed as salesmen; only 29.7 percent of the sons of craftsmen expect to be craftsmen; only 11.8 percent of the sons of service workers expect to be service workers; only 16.0 percent of the sons of industrial employees expect to be industrial employees; and only 5.8 percent of the sons of office workers expect to be office workers.

Ultimate Educational Goals

Earlier it was pointed out that 64.5 percent of the spring 1968 seniors expected to attend a post-secondary institution in the fall of 1968. At least 69.9 percent of the seniors expect eventually to attend a post-secondary institution (72.5% of the men and 67.2% of the women)--Table XIX. In addition, 4.1 percent of the total sample did not know whether or not they would continue in education beyond the secondary school.

TABLE XIX

ULTIMATE EDUCATIONAL GOAL
OF TOTAL SAMPLE

Ultimate Goal	Men		Women		Total	
	No.	%	No.	%	No.	%
Graduate from High School	1,110	23.0	1,370	29.2	2,480	26.0
Attend Technical or Trade School	934	19.3	1,020	21.7	1,954	20.5
Attend College (Less than Bachelor's)	159	3.3	194	4.1	353	3.7
Bachelor's Degree	1,522	31.5	1,522	32.4	3,044	32.0
Graduate Study	886	18.4	421	9.0	1,307	13.7
Unknown	218	4.5	168	3.6	386	4.1
TOTAL	4,829	100.0	4,695	100.0	9,524	100.0

Only 49.9 percent of the men and 41.4 percent of the women expected to earn a bachelor's or higher degree--45.7 percent of the total. Past research, however, would indicate that probably no more than 32 percent of the high school graduates actually will earn a bachelor's degree.

While only 12.1 percent of the seniors expected to attend a vocational-technical-adult school in the fall of 1968, 20.5 percent of the seniors indicated that they expected eventually to attend one of these schools. The postponement of attendance is supported by earlier studies of the Coordinating Council for Higher Education which show that new students at the vocational-technical-adult schools in a particular fall come from a quite wide range of high school graduating classes.

According to Education of Father

The fact that the father has a bachelor's or higher degree does not necessarily imply that the son expects to earn at least a bachelor's degree, but, if the father does have a college degree, it greatly increases the probability that the son will expect to earn a college degree (Table XX). Eighty-one percent of the men whose fathers earned a bachelor's or higher degree expect to earn a bachelor's or higher degree, while only 45.9 percent of the sons of fathers with a high school education or less expect to earn a bachelor's or higher degree.

Only 14.1 percent of the fathers of male seniors earned a bachelor's or higher degree; 53.7 percent of the sons expect to earn at least a bachelor's degree. It may be assumed that, if the father is deceased, the son is less likely to seek a bachelor's degree since 53.7 percent of the male seniors, who responded to the question on their fathers' education, expect to earn at least a bachelor's degree but only 49.9 percent of the total senior men so indicated.

Of the male seniors who do not expect to continue their education beyond the secondary school, 5.5 percent have fathers who have earned at least a bachelor's degree and 19.4 percent have fathers who had some education beyond the secondary school. Only 3.2 percent of the female seniors, however, who do not expect to continue their education beyond the secondary school have fathers who earned at least a bachelor's degree and 16.1 percent have fathers who had some education beyond the secondary school (Table XXI).

TABLE XX

ULTIMATE EDUCATIONAL GOAL OF MEN VERSUS EDUCATION OF FATHER OF TOTAL SAMPLE

Education of Father	Educational Goal									
	High School Graduation		Attend Tech. or Trade		Attend College		Bachelor's Degree		Graduate Study	
	No.	%	No.	%	No.	%	No.	%	No.	%
Less than High School	213	21.5	149	17.7	22	15.2	151	10.5	59	7.0
Attended High School	287	29.0	224	26.7	35	24.1	255	17.7	98	11.6
High School Graduate	298	30.1	256	30.5	44	30.3	500	34.6	232	27.5
Attended Tech. or Trade	99	10.0	110	13.1	22	15.2	157	10.9	80	9.5
Attended College	38	3.9	51	6.1	12	8.3	158	10.9	111	13.1
Bachelor's Degree	39	4.0	42	5.0	4	2.8	159	11.0	125	14.8
Graduate Study	15	1.5	8	0.9	6	4.1	63	4.4	139	16.5
TOTAL*	989	100.0	840	100.0	145	100.0	1,443	100.0	844	100.0

*Of the total sample of 4,829 men, 568 (11.8%) did not respond to both items.

TABLE XXI

ULTIMATE EDUCATIONAL GOAL OF WOMEN VERSUS EDUCATION OF FATHER OF TOTAL SAMPLE

Education of Father	Educational Goal									
	High School Graduation		Attend Tech. or Trade		Attend College		Bachelor's Degree		Graduate Study	
	No.	%	No.	%	No.	%	No.	%	No.	%
Less than High School	302	24.5	200	21.5	22	12.2	147	10.3	30	7.7
Attended High School	324	26.3	254	27.3	34	18.9	201	14.0	45	11.5
High School Graduate	409	33.1	250	26.9	65	36.1	413	28.8	102	26.0
Attended Tech. or Trade	112	9.1	106	11.4	17	9.5	161	11.2	39	9.9
Attended College	47	3.8	59	6.4	22	12.2	199	13.9	58	14.8
Bachelor's Degree	26	2.1	50	5.4	14	7.8	204	14.2	46	11.7
Graduate Study	14	1.1	10	1.1	6	3.3	109	7.6	72	18.4
TOTAL*	1,234	100.0	929	100.0	180	100.0	1,434	100.0	392	100.0

*Of the total sample of 4,695 women, 526 (11.2%) did not respond to both items.

In comparing Tables XX and XXI, one notes that there is less likelihood of girls than of boys to aspire to earn a bachelor's or higher degree if the father has not attended a post-secondary institution.

According to Fall 1968 Plans

Not all seniors included in the sample expected to receive their secondary school diploma in June of 1968. As noted in Tables XXII and XXIII, 1.9 percent of the male and 2.2 percent of the female seniors, who planned to attend school full time in the fall of 1968, expected their final educational goal to be graduation from high school. Of those expecting to attend school part time in the fall of 1968, 13.8 percent of the men and 17.0 percent of the women did not expect to continue study beyond the secondary school.

If a student plans to work full time the fall following high school graduation, this does not necessarily mean that he will not eventually attend a post-secondary school; 26.9 percent of the men and 17.8 percent of the women who planned to work full time indicated that they eventually hoped to continue on in some type of school. However, there is little likelihood of these persons earning a bachelor's degree; only 5.5 percent of the men and 3.1 percent of the women, who expected to work full time in the fall of 1968, expected eventually to earn at least a bachelor's degree.

Of the men expecting to go into military service in the fall of 1968, 34.1 percent expected to eventually continue their schooling. Of the girls being married, 17.7 percent planned to continue their schooling at some time.

Unless an individual attends full time in the fall following high school graduation, the probability is small that the person expects to earn at least a bachelor's degree. Only 9.8 percent of the men and 6.3 percent of the women, expecting to eventually earn at least a bachelor's degree, did not intend to attend school full time the fall following graduation from high school.

Women are not as inclined as men are to do graduate work. Even as seniors in high school, less girls than boys anticipate graduate work. The likelihood of female high school graduates to plan on graduate work is less than half that of their male classmates. Only 9.3 percent of the women as compared with 19.2 percent of the men expect to continue in college beyond the bachelor's degree.

TABLE XXII

PLANS OF MEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO ULTIMATE EDUCATIONAL GOAL

Ultimate Educational Goal	Plans First Year After High School Graduation												Total	
	Attend School Full Time		Attend School Part Time		Work Full Time		Work Part Time		Military Service		Other			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Graduate from High School	53	1.9	56	13.8	574	73.1	61	59.8	284	65.9	80	56.7	1,108	24.1
Attend Tech. or Trade School	428	15.6	219	53.9	146	18.6	21	20.6	85	19.7	34	24.1	933	20.3
College--less than Bach. Deg.	89	3.3	24	5.9	22	2.8	6	5.9	10	2.3	8	5.7	159	3.4
Bachelor's Degree	1,346	49.1	80	19.7	32	4.1	10	9.8	39	9.1	14	9.9	1,521	33.0
Graduate Study	823	30.1	27	6.7	11	1.4	4	3.9	13	3.0	5	3.6	883	19.2
TOTAL*	2,739	100.0	406	100.0	785	100.0	102	100.0	431	100.0	141	100.0	4,604	100.0

*There was no response on one or the other variable by 225 men.

TABLE XXIII

PLANS OF WOMEN FIRST YEAR AFTER HIGH SCHOOL GRADUATION ACCORDING TO ULTIMATE EDUCATIONAL GOAL

Ultimate Educational Goal	Plans First Year After High School Graduation												Total	
	Attend School Full Time		Attend School Part Time		Work Full Time		Work Part Time		Be Married		Other			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Graduate from High School	58	2.2	63	17.0	1,036	82.2	58	69.9	79	82.3	72	72.7	1,366	30.2
Attend Tech. or Trade School	616	23.6	213	57.4	147	11.7	16	19.3	14	14.6	12	12.1	1,018	22.5
College--less than Bach. Deg.	117	4.5	32	8.6	38	3.0	2	2.4	1	1.0	4	4.0	194	4.3
Bachelor's Degree	1,425	54.5	50	13.5	34	2.7	6	7.2	2	2.1	5	5.1	1,522	33.7
Graduate Study	396	15.2	13	3.5	5	0.4	1	1.2	--	--	6	6.1	421	9.3
TOTAL*	2,612	100.0	371	100.0	1,260	100.0	83	100.0	96	100.0	99	100.0	4,521	100.0

*There was no response on one or the other variable by 174 women.

ANALYSES ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Of the 9,524 seniors in the sample, 6,147 (64.5%) indicated that they expected to attend a post-secondary institution in the fall of 1968; this represented 65.7 percent of the men and 63.3 percent of the women (3,175 men and 2,972 women indicating a post-secondary institution). Of these individuals, 74.6 percent expected to attend a Wisconsin public institution, 14.3 percent expected to attend a Wisconsin private institution, and 11.1 percent expected to attend an out-of-state institution. About one out of five (20.4%) intended to attend a University of Wisconsin campus and about one out of three (34.8%) indicated they would attend a State University campus; about 19 percent (18.9%) stated they would attend a vocational-technical-adult school.

By Sex

Women are much more inclined to attend private institutions than men are (Table XXIV). More than two and one-third times as many women as men expected to attend private institutions (590 as compared with 287); this represents 19.9 percent of the female and 9.1 percent of the male students who expected to be enrolled in post-secondary institutions in the fall of 1968. Ten percent of the women as compared with two percent of the men expected to attend proprietary schools. Nearly twice as many women as men expected to attend private liberal arts colleges.

There is little difference in the proportion of men and of women who indicated they would attend State University campuses (35.3% and 34.3%, respectively). However, a considerably larger percentage of the men than of the women expected to attend a University of Wisconsin campus (23.6% as compared with 16.9%); the major difference is found at the Madison campus--10.0 percent of the men and 6.2 percent of the women expecting to attend that campus.

By Full Time and Part Time

On the degree-granting campuses of The University of Wisconsin and State Universities, the proportion of students expecting to attend part time varied from 2.4 percent at Whitewater State University to 8.1 percent at River Falls State University (Table XXV). On these campuses, the general tendency is to

TABLE XXIV

EXPECTED ATTENDANCE BY SEX - PERSONS EXPECTING TO ATTEND FALL 1968-69 BY INSTITUTION AND SYSTEM

Institution	Men		Women		Total	
	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN						
Madison	315	10.0	182	6.2	497	8.1
Milwaukee	193	6.1	150	5.1	343	5.6
Green Bay Complex	89	2.8	45	1.5	134	2.2
Parkside Complex	25	0.8	40	1.3	65	1.1
Centers	124	3.9	82	2.8	206	3.4
TOTAL	746	23.6	499	16.9	1,245	20.4
STATE UNIVERSITIES						
Eau Claire	156	4.9	175	5.9	331	5.4
La Crosse	116	3.7	125	4.2	241	3.9
Oshkosh	190	6.0	211	7.1	401	6.5
Platteville	110	3.5	41	1.4	151	2.5
River Falls	89	2.8	47	1.6	136	2.2
Stevens Point	159	5.0	124	4.2	283	4.6
Stout	67	2.1	71	2.4	138	2.3
Superior	47	1.5	41	1.4	88	1.4
Whitewater	129	4.1	158	5.3	287	4.7
Branches	55	1.7	23	0.8	78	1.3
TOTAL	1,118	35.3	1,016	34.3	2,134	34.8
VOCATIONAL-TECHNICAL-ADULT						
Madison	81	2.6	117	4.0	198	3.2
Milwaukee	182	5.7	98	3.3	280	4.6
Others	373	11.8	305	10.3	678	11.1
TOTAL	636	20.1	520	17.6	1,156	18.9
COUNTY TEACHERS COLLEGES	14	0.4	19	0.6	33	0.5
TOTAL PUBLIC	2,514	79.4	2,054	69.4	4,568	74.6
PRIVATE UNIVERSITIES						
Lawrence	12	0.4	10	0.3	22	0.4
Marquette	60	1.9	37	1.3	97	1.6
TOTAL	72	2.3	47	1.6	119	2.0

Institution	Men		Women		Total	
	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS						
Alverno	--	--	14	0.5	14	0.2
Beloit	2	0.1	4	0.1	6	0.1
Cardinal Stritch	--	--	7	0.2	7	0.1
Carroll	16	0.5	22	0.7	38	0.6
Carthage	7	0.2	8	0.3	15	0.2
Dominican	2	0.1	6	0.2	8	0.1
Edgewood	--	--	2	0.1	2	0.1
Holy Family	--	--	3	0.1	3	0.1
Lakeland	3	0.1	3	0.1	6	0.1
Marian	--	--	16	0.5	16	0.3
Milton	9	0.3	1	0.0	10	0.2
Mt. Mary	--	--	14	0.5	14	0.2
Mt. Senario	3	0.1	2	0.1	5	0.1
Northland	5	0.2	3	0.1	8	0.1
Northwestern	5	0.2	1	0.0	6	0.1
Ripon	10	0.2	12	0.4	22	0.4
St. Norbert	19	0.6	26	0.9	45	0.7
Viterbo	--	--	13	0.4	13	0.2
TOTAL	81	2.6	157	5.2	238	3.9
OTHER PRIVATE						
Layton School of Art	6	0.2	2	0.1	8	0.1
Milw. Sch. of Engineering	23	0.7	--	--	23	0.4
Wis. College-Conservatory	1	0.0	--	--	1	0.0
Theological Seminaries	25	0.8	--	--	25	0.4
Junior Colleges	12	0.4	21	0.7	33	0.5
Hospital Schools of Nursing	3	0.1	64	2.2	67	1.1
Proprietary Schools	64	2.0	299	10.1	363	5.9
TOTAL	134	4.2	386	13.1	520	8.4
TOTAL PRIVATE	287	9.1	590	19.9	877	14.3
OUT-OF-STATE						
California	17	0.5	14	0.5	31	0.5
Colorado	15	0.5	13	0.4	28	0.5
Illinois	50	1.6	44	1.5	94	1.5
Indiana	28	0.9	17	0.6	45	0.7
Iowa	39	1.2	48	1.6	87	1.4
Michigan	32	1.0	14	0.5	46	0.8
Minnesota	63	2.0	91	3.1	154	2.5
Missouri	9	0.3	13	0.4	22	0.4
Other States	112	3.5	61	2.1	173	2.8
TOTAL	365	11.5	315	10.7	680	11.1
TOTAL	3,166	100.0	2,959	100.0	6,125	100.0
COLLEGE NOT INDICATED	9		13		22	
GRAND TOTAL	3,175		2,972		6,147	

TABLE XXV

EXPECTED PERCENTAGE FULL-TIME VS. PART-TIME ATTENDANCE BY SEX
FALL OF 1968-69 BY INSTITUTION OR SYSTEM

Institution	Men				Women				Total			
	Full Time	Part Time	Un-known	Total	Full Time	Part Time	Un-known	Total	Full Time	Part Time	Un-known	Total
	%	%	%	%	%	%	%	%	%	%	%	%
UNIVERSITY OF WISCONSIN												
Madison	93.6	5.4	1.0	100.0	97.8	1.6	0.6	100.0	95.2	4.0	0.8	100.0
Milwaukee	95.4	4.1	0.5	100.0	91.3	8.0	0.7	100.0	93.6	5.8	0.6	100.0
Green Bay	94.4	4.5	1.1	100.0	95.6	4.4	--	100.0	94.8	4.5	0.7	100.0
Parkside	92.0	8.0	--	100.0	90.0	10.0	--	100.0	90.8	9.2	--	100.0
Centers	91.9	6.5	1.6	100.0	89.0	9.8	1.2	100.0	90.8	7.8	1.4	100.0
STATE UNIVERSITIES												
Eau Claire	92.9	5.8	1.3	100.0	98.3	1.7	--	100.0	95.8	3.6	0.6	100.0
La Crosse	91.4	6.9	1.7	100.0	97.6	2.4	--	100.0	94.6	4.6	0.8	100.0
Oshkosh	95.8	3.7	0.5	100.0	97.2	2.8	--	100.0	96.5	3.2	0.3	100.0
Platteville	95.5	4.5	--	100.0	97.6	2.4	--	100.0	96.0	4.0	--	100.0
River Falls	91.0	7.9	1.1	100.0	89.4	8.5	2.1	100.0	90.4	8.1	1.5	100.0
Stevens Point	92.4	6.3	1.3	100.0	97.6	2.4	--	100.0	94.7	4.6	0.7	100.0
Stout	88.0	9.0	3.0	100.0	97.2	2.8	--	100.0	92.8	5.8	1.4	100.0
Superior	91.5	4.3	4.2	100.0	95.1	4.9	--	100.0	93.2	4.5	2.3	100.0
Whitewater	94.6	3.1	2.3	100.0	98.1	1.9	--	100.0	96.5	2.4	1.1	100.0
Branches	89.1	10.9	--	100.0	100.0	--	--	100.0	92.3	7.7	--	100.0
VOCATIONAL-TECHNICAL-ADULT												
Madison Tech. College	69.1	28.4	2.5	100.0	71.8	26.5	1.7	100.0	70.7	27.3	2.0	100.0
Milwaukee Tech. College	73.1	22.0	4.9	100.0	72.5	26.5	1.0	100.0	72.8	23.6	3.6	100.0
Other Voc-Tech-Adult	65.9	31.4	2.7	100.0	73.4	25.3	1.3	100.0	69.3	28.6	2.1	100.0
COUNTY TEACHERS COLLEGES	85.7	7.2	7.1	100.0	89.5	10.5	--	100.0	87.9	9.1	3.0	100.0
PRIVATE COLL. & UNIV.												
Marquette University	95.0	3.3	1.7	100.0	100.0	--	--	100.0	96.9	2.1	1.0	100.0
Lawrence University	83.3	16.7	--	100.0	90.0	--	10.0	100.0	86.4	9.1	4.5	100.0
Other Wisconsin Private	84.2	13.5	2.3	100.0	81.0	17.9	1.1	100.0	81.9	16.7	1.4	100.0
OUT-OF-STATE	84.5	10.9	4.6	100.0	87.1	11.3	1.6	100.0	85.7	11.1	3.2	100.0
TOTAL	86.6	11.3	2.1	100.0	88.2	11.0	0.8	100.0	87.4	11.1	1.5	100.0

have a greater proportion of men than of women planning to attend part time; the exceptions are the University of Wisconsin-Milwaukee, River Falls State University, and Superior State University.

One notes a fair proportion of the students, intending to enroll at The University of Wisconsin Centers and the State University Branches, who anticipate being part-time students--9.2 percent of those going to the Racine and Kenosha Centers, 7.8 percent of those attending the U.W. Centers other than those in the Parkside and Green Bay Complexes of Centers, and 7.7 percent of those expecting to attend the branch campuses of the State Universities. The percentage of part-time new freshmen enrolled, however, at the Centers within the Green Bay Complex can be anticipated to be quite like the degree-granting campuses of the University of Wisconsin and the State University systems; it is 4.5 percent.

The largest proportions of part-time students can be expected at the vocational-technical-adult schools--27.3 percent at the Madison Technical College, 23.6 percent at the Milwaukee Technical College, and 28.6 percent at the rest of these schools taken collectively. Roughly one-fourth of both men and women intending to enroll at these schools expect to enroll as part-time students.

Over one in 10 of the Wisconsin new freshmen attending out-of-state schools can be expected to be part time.

By Highest Educational Aspiration

The highest educational aspiration given by the high school seniors planning to attend a post-secondary school in the fall of 1968-69 implies that some students, prior to their first registration, have decided to transfer to some other educational system. For example, of students expecting to attend University of Wisconsin campuses as new freshmen, 2.0 percent hope to receive a certificate from a technical or trade school and an additional 2.8 percent have no expectation of earning a bachelor's degree (Table XXVI); the other 95.2 percent hope to earn a bachelor's or higher degree. Of those intending to enroll initially at State University campuses, 2.6 percent expect to earn a technical or trade certificate and an additional 4.9 percent have no expectation of earning a bachelor's degree; the other 92.5 percent hope to earn a bachelor's or higher degree.

TABLE XXVI

HIGHEST EDUCATIONAL ASPIRATION DIVIDED BY COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Highest Educational Aspiration											
	Men				Women				Total			
	Tech. or Trade	Less than Bach. Deg.	Bach. Deg.	Grad. Study	Tech. or Trade	Less than Bach. Deg.	Bach. Deg.	Grad. Study	Tech. or Trade	Less than Bach. Deg.	Bach. Deg.	Grad. Study
	%	%	%	%	%	%	%	%	%	%	%	%
UNIVERSITY OF WISCONSIN												
Madison	1.6	7.4	8.7	18.7	0.4	2.8	7.2	16.2	0.9	4.8	7.9	17.9
Milwaukee	0.1	1.9	7.7	8.9	0.2	6.3	6.6	9.3	0.2	4.4	7.2	9.0
Centers	2.8	3.7	10.2	7.2	2.7	10.6	6.8	5.9	2.8	7.6	8.5	6.7
TOTAL	4.5	13.0	26.6	34.8	3.3	19.7	20.6	31.4	3.9	16.8	23.6	33.6
STATE UNIVERSITIES												
Eau Claire	0.5	10.2	7.1	4.2	0.6	6.3	8.6	5.9	0.5	8.0	7.9	4.8
La Crosse	0.5	1.9	6.0	2.6	0.7	4.3	6.3	4.4	0.6	3.2	6.2	3.2
Oshkosh	1.4	6.5	8.1	6.0	0.3	4.9	10.4	10.8	0.8	5.6	9.2	7.6
Platteville	0.5	4.6	5.5	2.6	0.1	1.4	2.2	1.5	0.3	2.8	3.8	2.2
River Falls	0.3	5.5	4.2	1.9	0.3	2.1	2.3	2.0	0.3	3.6	3.3	1.9
Stevens Point	0.6	4.6	7.3	4.6	0.1	2.1	6.6	4.6	0.3	3.2	6.9	4.6
Stout	0.2	1.9	3.4	1.4	--	2.1	4.3	1.2	0.1	2.0	3.9	1.3
Superior	--	0.9	2.4	1.2	0.1	2.1	2.0	1.7	0.1	1.6	2.2	1.3
Whitewater	0.1	4.6	5.6	4.7	0.5	6.3	8.3	4.9	0.3	5.6	6.9	4.8
Branches	0.6	6.5	2.2	0.9	0.3	3.6	0.8	0.5	0.4	4.8	1.5	0.8
TOTAL	4.7	47.2	51.8	30.1	3.0	35.2	51.8	37.5	3.7	40.4	51.8	32.5
VOCATIONAL-TECH.-ADULT	77.6	22.2	5.7	2.0	53.1	13.4	3.1	1.2	63.9	17.2	4.4	1.7
PRIVATE UNIVERSITIES	0.2	--	1.1	6.0	0.1	2.1	1.9	3.2	0.1	1.2	1.5	5.1
PRIVATE LIBERAL ARTS	0.2	3.7	2.9	3.5	0.5	4.2	7.3	8.5	0.3	4.0	5.1	5.2
OTHER PRIVATE*	0.8	3.7	1.7	3.7	0.2	0.7	1.2	1.0	0.5	2.0	1.5	2.9
HOSP. SCH. NURS. & PROP.	6.1	3.7	1.3	0.2	31.3	13.4	4.2	2.0	20.2	9.2	2.7	0.8
OUT-OF-STATE	5.9	6.5	8.9	19.7	8.5	11.3	9.9	15.2	7.4	9.2	9.4	18.2
GRAND TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

On the other hand, 13.3 percent of the students foreseeing an initial enrollment at a vocational-technical-adult school, hope to earn a bachelor's or higher degree and an additional 3.8 percent do not expect to earn a technical or trade certificate but expect to take work which will not result in a bachelor's degree; the other 82.9 percent expect to earn no more than a technical or trade certificate.

Of the high school seniors anticipating their highest educational achievement to be a technical or trade certificate, 3.9 percent expect to begin their work at a University of Wisconsin campus, 3.7 percent at a State University campus, 7.4 percent out of state, 20.2 percent at a Wisconsin hospital school of nursing or proprietary school, and 0.9 percent at a Wisconsin private college or university; 63.9 percent expect to enroll initially at a Wisconsin vocational-technical-adult school.

Of the seniors expecting to terminate their post-secondary education in other than technical or trade areas, 1.7 percent of those anticipating graduate study, 4.4 percent of those planning to earn a bachelor's degree but no more, and 17.2 percent of those contemplating college work of less than a bachelor's degree plan to begin their post-secondary work at a Wisconsin vocational-technical-adult school.

Over half of the seniors (51.8%) planning to earn a bachelor's degree but not to continue beyond that expect to enroll initially at a State University campus; only 20.6 percent expect to enroll initially at a University of Wisconsin campus. Of the seniors expecting to continue beyond the bachelor's degree, about one-third (33.6%) plan to enroll initially at a University of Wisconsin campus and about one-third (32.5%) intend to enroll initially at a State University campus.

By High School Academic Standing

There apparently is a self-selection process operating in the students' selection of a college. One notes from Table XXVII that the Madison campus of The University of Wisconsin can expect a considerably higher proportion of its new Wisconsin students to be in the top quarter of their high school classes than is true of any other Wisconsin public institution. Whereas 67.2 percent of the seniors who indicated they would attend the Madison campus in the fall

TABLE XXVII

PERCENTAGE DISTRIBUTION BY HIGH SCHOOL RANK, SEX, AND COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	High School Rank											
	0-24			25-49			50-74			75-99		
	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total
UNIVERSITY OF WISCONSIN												
Madison	2.1	1.2	1.8	9.6	5.0	8.0	27.5	14.9	23.0	60.8	78.9	67.2
Milwaukee	4.1	0.7	2.7	17.0	12.8	15.1	42.7	28.6	36.5	36.2	57.9	45.7
Green Bay Complex	2.3	4.6	3.0	22.7	13.6	19.7	37.5	31.8	35.6	37.5	50.0	41.7
Parkside Complex	--	5.2	3.2	25.0	15.8	19.4	29.2	31.6	30.6	45.8	47.4	46.8
Centers	5.1	--	3.2	16.3	5.5	12.1	35.9	37.0	36.3	42.7	57.5	48.4
TOTAL	3.0	1.6	2.5	14.8	9.1	12.5	34.0	25.6	30.7	48.2	63.7	54.3
STATE UNIVERSITIES												
Eau Claire	9.1	4.7	6.8	24.7	6.4	15.1	31.2	26.9	28.9	35.0	62.0	49.2
La Crosse	5.4	1.7	3.5	35.5	14.4	24.6	40.0	37.3	38.6	19.1	46.6	33.3
Oshkosh	8.3	1.5	4.7	31.1	13.9	22.0	35.0	31.4	33.1	25.6	53.2	40.2
Platteville	3.8	2.5	3.4	23.4	10.0	19.7	36.4	40.0	37.4	36.4	47.5	39.5
River Falls	8.3	--	5.4	23.8	11.1	19.4	36.9	35.6	36.4	31.0	53.3	38.8
Stevens Point	4.6	3.4	4.1	34.0	13.7	25.2	36.6	24.8	31.5	24.8	58.1	39.2
Stout	1.6	--	0.8	35.5	10.4	22.5	37.1	29.9	33.3	25.8	59.7	43.4
Superior	--	--	--	26.2	17.5	22.0	40.5	35.0	37.8	33.3	47.5	40.2
Whitewater	8.8	4.6	6.5	32.0	9.9	19.8	36.0	40.1	38.3	23.2	45.4	35.4
Branches	9.1	--	6.4	30.9	13.0	25.6	40.0	13.0	32.1	20.0	74.0	35.9
TOTAL	6.5	2.6	4.6	29.9	11.6	21.2	36.2	32.0	34.2	27.4	53.8	40.0
VOCATIONAL-TECHNICAL-ADULT												
Madison	26.6	10.0	16.9	43.0	32.7	37.1	19.0	37.3	29.6	11.4	20.0	16.4
Milwaukee	37.9	18.4	31.2	39.8	26.4	35.2	16.3	33.3	22.1	6.0	21.9	11.5
Others	31.9	17.7	25.4	42.5	29.4	36.5	20.1	34.5	26.7	5.5	18.4	11.4
TOTAL	32.9	16.1	25.3	41.8	29.6	36.3	18.9	34.9	26.1	6.4	19.4	12.3
COUNTY TEACHERS COLLEGES	21.4	23.5	22.5	42.9	23.5	32.3	28.6	35.3	32.3	7.1	17.7	12.9
TOTAL PUBLIC	12.2	6.0	9.4	28.5	15.7	22.8	31.2	31.3	31.2	28.1	47.0	36.6

Institution	High School Rank											
	0-24			25-49			50-74			75-99		
	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total
PRIVATE UNIVERSITIES												
Lawrence	9.1	--	4.8	--	--	--	9.1	--	4.8	81.8	100.0	90.4
Marquette	1.8	--	1.1	7.1	6.7	7.0	26.8	23.3	25.6	64.3	70.0	66.3
TOTAL	3.0	--	1.9	6.0	5.0	5.6	23.9	17.5	21.5	67.1	77.5	71.0
PRIVATE LIBERAL ARTS												
Alverno	--	7.7	7.7	--	7.7	7.7	--	23.1	23.1	--	61.5	61.5
Beloit	--	--	--	--	--	--	50.0	--	16.7	50.0	100.0	83.3
Cardinal Stritch	--	--	--	--	14.3	14.3	--	71.4	71.4	--	14.3	14.3
Carroll	--	--	--	--	4.5	2.7	20.0	4.5	10.8	80.0	91.0	86.5
Carthage	14.3	--	6.7	--	--	--	57.1	25.0	40.0	28.6	75.0	53.3
Dominican	--	--	--	--	16.7	12.5	50.0	50.0	50.0	50.0	33.3	37.5
Edgewood	--	--	--	--	--	--	--	50.0	50.0	--	50.0	50.0
Holy Family	--	--	--	--	33.3	33.3	--	33.3	33.3	--	33.3	33.3
Lakeland	--	--	--	--	66.7	66.7	--	--	--	--	33.3	33.3
Marian	--	--	--	--	6.7	6.7	--	40.0	40.0	--	53.3	53.3
Milton	37.5	--	33.4	25.0	--	22.2	25.0	--	22.2	12.5	100.0	22.2
Mt. Mary	--	--	--	--	18.2	18.2	--	18.2	18.2	--	63.6	63.6
Mt. Senario	--	--	--	100.0	50.0	80.0	--	50.0	20.0	--	--	--
Northland	--	--	--	60.0	33.3	50.0	40.0	--	25.0	--	66.7	25.0
Northwestern	--	--	--	--	--	--	40.0	100.0	50.0	60.0	--	50.0
Ripon	--	--	--	20.0	8.3	13.7	30.0	16.7	22.7	50.0	75.0	63.6
St. Norbert	5.3	--	2.4	26.3	--	12.2	31.6	31.8	31.7	36.8	68.2	53.7
Viterbo	--	--	--	--	--	--	--	46.2	46.2	--	53.8	53.8
TOTAL	6.6	0.7	2.7	19.7	8.8	12.5	31.6	27.7	29.0	42.1	62.8	55.8
OTHER PRIVATE												
Layton School of Art	66.6	--	50.0	16.7	--	12.5	16.7	100.0	37.5	--	--	--
Milw. Sch. of Engineering	4.8	--	4.8	23.8	--	23.8	28.6	--	28.6	42.8	--	42.8
Wis. College-Conservatory	--	--	--	--	--	--	100.0	--	100.0	--	--	--
Theological Seminaries	20.0	--	20.0	32.0	--	32.0	36.0	--	36.0	12.0	--	12.0
Junior Colleges	33.3	--	12.5	41.7	25.0	31.3	16.7	15.0	15.6	8.3	60.0	40.6
Hospital Schools of Nursing	--	7.9	7.6	66.7	11.1	13.6	--	36.5	34.9	33.3	44.5	43.9
Proprietary Schools	25.4	18.0	19.3	42.4	36.3	37.4	23.7	26.3	25.8	8.5	19.4	17.5
TOTAL	22.8	15.2	17.1	36.2	31.1	32.5	26.0	27.8	27.3	15.0	25.9	23.1
TOTAL PRIVATE	13.3	10.2	11.2	24.1	23.2	23.5	27.0	27.0	27.0	35.6	39.6	38.3

Institution	High School Rank											
	0-24			25-49			50-74			75-99		
	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total
OUT-OF-STATE												
California	53.3	15.4	35.7	26.7	30.8	28.5	13.3	23.0	17.9	6.7	30.8	17.9
Colorado	14.3	--	7.7	28.6	33.3	30.8	21.4	25.0	23.1	35.7	41.7	38.4
Illinois	13.3	7.3	10.5	8.9	12.2	10.5	28.9	24.4	26.7	48.9	56.1	52.3
Indiana	--	--	--	8.0	--	4.8	20.0	5.9	14.3	72.0	94.1	80.9
Iowa	5.5	2.1	3.6	25.0	4.3	13.3	16.7	25.5	21.7	52.8	68.1	61.4
Michigan	--	7.1	2.2	18.8	14.3	17.4	15.6	21.4	17.4	65.6	57.2	63.0
Minnesota	14.8	6.6	9.9	24.6	19.8	21.7	29.5	24.2	26.3	31.1	49.4	42.1
Missouri	33.3	7.7	18.2	11.1	15.3	13.6	44.5	38.5	40.9	11.1	38.5	27.3
Other States	9.6	9.4	9.6	22.1	13.2	19.1	16.4	20.8	17.8	51.9	56.6	53.5
TOTAL	11.7	6.3	9.2	20.0	14.6	17.4	21.4	23.3	22.3	46.9	55.8	51.1
COLLEGE NOT INDICATED	25.0	--	10.5	50.0	27.3	36.9	12.5	63.6	42.1	12.5	9.1	10.5
GRAND TOTAL*	12.3	6.8	9.6	27.2	17.1	22.3	29.6	29.7	29.7	30.9	46.4	38.4

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*In addition, no high school class ranking was available for 186 men and 179 women.

of 1968 ranked in the top quarter of their high school classes, no other Wisconsin public campus could expect half of its new Wisconsin students to be from the top quarter; the percentage for Eau Claire State University was 49.2 percent. The only other public campuses reaching 40 percent were the University of Wisconsin-Milwaukee, the University of Wisconsin Centers, Oshkosh State University, Stout State University, and Superior State University.

Over 90 percent (90.2%) of the anticipated Wisconsin new freshmen at the Madison campus of The University of Wisconsin ranked in the top half of their high school classes; 85.0 percent of Wisconsin new freshmen anticipating attending any University of Wisconsin campus ranked in the top half of their high school classes while the percentage for all campuses of the State Universities was 74.2.

A slightly lower percentage of the Wisconsin students expecting to attend an out-of-state institution rank in the top quarter of their high school classes than is true of the collective University of Wisconsin campuses (51.1% as compared with 54.3%). Among the private Wisconsin institutions, apparently only Lawrence University, Beloit College, and Carroll College attract a higher proportion of their Wisconsin students from the top quarter of their high school classes than does the Madison campus of The University of Wisconsin.

The same pattern exists when related to the student's estimate of high school grade average (Table XXVIII). Over one-fifth (20.6%) of the seniors expecting to attend the Madison campus of The University estimated their high school grade average as above a "B+"; 12.7 percent of those expecting to attend any campus of The University estimated their high school grade average to be above a "B+"; while 7.6 percent of the seniors expecting to attend a State University campus estimated their high school grade average to be above a "B+."

By Type of High School Preparation

By far the most popular high school sequence of seniors expecting to take post-secondary work is the college-preparatory sequence (Tables XXIX and XXX); this is true of both the men and the women. Of all high school seniors wishing to take post-secondary work in the fall following graduation, 56.7 percent were enrolled in a college-preparatory sequence; this was the case of 74.9 percent

TABLE XXVIII

STUDENT ESTIMATE OF HIGH SCHOOL GRADE AVERAGE DIVIDED BY COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	High School Average											
	Men				Women				Total			
	A	B	C	Below C	A	B	C	Below C	A	B	C	Below C
	%	%	%	%	%	%	%	%	%	%	%	%
UNIVERSITY OF WISCONSIN												
Madison	19.4	40.6	37.1	2.9	22.8	55.5	20.6	1.1	20.6	46.1	31.1	2.2
Milwaukee	2.6	38.2	52.9	6.3	12.8	41.2	43.3	2.7	7.1	39.5	48.7	4.7
Centers	6.3	33.8	56.1	3.8	9.2	53.7	34.6	2.5	7.5	41.8	47.4	3.3
TOTAL	10.9	37.8	47.3	4.0	15.3	50.6	32.0	2.1	12.7	42.9	41.2	3.2
STATE UNIVERSITIES												
Eau Claire	9.7	34.2	47.7	8.4	13.9	53.2	31.2	1.7	11.9	44.2	39.0	4.9
La Crosse	2.6	23.3	63.8	10.3	12.4	38.0	46.3	3.3	7.6	30.8	54.9	6.7
Oshkosh	1.1	25.9	64.5	8.5	10.0	45.2	41.9	2.9	5.8	36.1	52.6	5.5
Platteville	4.6	42.6	46.3	6.5	4.9	46.3	46.3	2.5	4.7	43.6	46.3	5.4
River Falls	3.5	31.4	57.0	8.1	14.9	46.8	36.2	2.1	7.5	36.9	49.6	6.0
Stevens Point	4.4	25.2	61.6	8.8	17.0	40.3	40.3	2.4	9.9	31.8	52.3	6.0
Stout	1.5	30.3	59.1	9.1	7.0	43.7	46.5	2.8	4.4	37.2	52.6	5.8
Superior	6.4	38.3	48.9	6.4	13.2	44.7	39.5	2.6	9.4	41.2	44.7	4.7
Whitewater	1.6	24.2	66.4	7.8	9.1	46.1	43.5	1.3	5.7	36.2	53.9	4.2
Branches	1.8	30.9	61.8	5.5	14.3	57.1	19.1	9.5	5.3	38.1	50.0	6.6
TOTAL	3.8	29.6	58.4	8.2	11.7	45.5	40.3	2.5	7.6	37.1	49.8	5.5
VOCATIONAL-TECHNICAL-ADULT	0.3	7.3	68.0	24.4	1.4	23.9	65.2	9.5	0.8	14.7	66.8	17.7
PRIVATE UNIVERSITIES	21.1	47.9	31.0	--	17.0	63.9	17.0	2.1	19.5	54.2	25.4	0.9
PRIVATE LIBERAL ARTS	11.1	50.6	30.9	7.4	22.9	47.8	28.0	1.3	18.9	48.7	29.0	3.4
OTHER PRIVATE*	7.5	32.8	53.7	6.0	7.7	26.9	61.5	3.9	7.5	31.2	55.9	5.4
HOSP. SCH. NURS. & PROPRIETARY	1.5	7.4	65.7	25.4	3.1	25.1	58.6	13.2	2.8	22.3	59.7	15.2
OUT-OF-STATE	18.7	35.3	37.0	9.0	15.2	43.5	37.1	4.2	17.0	39.2	37.0	6.8
GRAND TOTAL	7.1	28.2	54.0	10.7	10.4	40.1	44.4	5.1	8.7	33.9	49.4	8.0

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

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TABLE XXIX

TYPE OF HIGH SCHOOL PREPARATION OF MEN ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	High School Preparation								Total	
	General Program		College Preparatory		Vocational, Technical, or Job Orientated		Other or Not Indicated			
	No.	%	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN										
Madison	41	13.0	230	73.0	31	9.9	13	4.1	315	100.0
Milwaukee	34	17.6	144	74.6	9	4.7	6	3.1	193	100.0
Centers	46	19.3	175	73.5	12	5.1	5	2.1	238	100.0
TOTAL	121	16.2	549	73.6	52	7.0	24	3.2	746	100.0
STATE UNIVERSITIES										
Eau Claire	43	27.5	100	64.1	9	5.8	4	2.6	156	100.0
La Crosse	36	31.0	67	57.8	10	8.6	3	2.6	116	100.0
Oshkosh	48	25.3	123	64.7	12	6.3	7	3.7	190	100.0
Platteville	31	28.2	71	64.5	7	6.4	1	0.9	110	100.0
River Falls	34	38.2	43	48.3	9	10.1	3	3.4	89	100.0
Stevens Point	44	27.7	98	61.6	12	7.6	5	3.1	159	100.0
Stout	18	26.9	36	53.7	8	11.9	5	7.5	67	100.0
Superior	13	27.7	32	68.1	1	2.1	1	2.1	47	100.0
Whitewater	34	26.4	84	65.1	8	6.2	3	2.3	129	100.0
Branches	20	36.4	29	52.7	2	3.6	4	7.3	55	100.0
TOTAL	321	28.7	683	61.1	78	7.0	36	3.2	1,118	100.0
VOCATIONAL-TECHNICAL-ADULT	317	49.8	124	19.5	169	26.6	26	4.1	636	100.0
PRIVATE UNIVERSITIES	2	2.8	63	87.5	2	2.8	5	6.9	72	100.0
PRIVATE LIBERAL ARTS	16	19.8	57	70.4	7	8.6	1	1.2	81	100.0
OTHER PRIVATE*	13	19.4	42	62.7	8	11.9	4	6.0	67	100.0
HOSP. SCH. NURS. & PROPRIETARY	34	50.7	17	25.4	13	19.4	3	4.5	67	100.0
OUT-OF-STATE	61	16.7	260	71.2	31	8.5	13	3.6	365	100.0
COLLEGE NOT INDICATED†	13	56.5	7	30.4	1	4.4	2	8.7	23	100.0
GRAND TOTAL	898	28.3	1,802	56.7	361	11.4	114	3.6	3,175	100.0

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*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

†Includes County Teachers Colleges.

TABLE XXX

TYPE OF HIGH SCHOOL PREPARATION OF WOMEN ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	High School Preparation								Total	
	General Program		College Preparatory		Vocational Technical, or Job Orientated		Other or Not Indicated			
	No.	%	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN										
Madison	13	7.1	153	84.1	8	4.4	8	4.4	182	100.0
Milwaukee	19	12.7	118	78.6	10	6.7	3	2.0	150	100.0
Centers	34	20.3	112	67.1	14	8.4	7	4.2	167	100.0
TOTAL	66	13.2	383	76.8	32	6.4	18	3.6	499	100.0
STATE UNIVERSITIES										
Eau Claire	32	18.3	130	74.3	9	5.1	4	2.3	175	100.0
La Crosse	29	23.2	84	67.2	9	7.2	3	2.4	125	100.0
Oshkosh	40	19.0	149	70.6	12	5.7	10	4.7	211	100.0
Platteville	11	26.8	25	61.0	2	4.9	3	7.3	41	100.0
River Falls	14	29.8	29	61.7	4	8.5	--	--	47	100.0
Stevens Point	18	14.5	93	75.0	9	7.3	4	3.2	124	100.0
Stout	23	32.4	39	54.9	5	7.1	4	5.6	71	100.0
Superior	10	24.4	25	61.0	3	7.3	3	7.3	41	100.0
Whitewater	37	23.4	108	68.4	9	5.7	4	2.5	158	100.0
Branches	8	34.8	13	56.5	2	8.7	--	--	23	100.0
TOTAL	222	21.9	695	68.4	64	6.3	35	3.4	1,016	100.0
VOCATIONAL-TECHNICAL-ADULT	229	44.0	110	21.2	157	30.2	24	4.6	520	100.0
PRIVATE UNIVERSITIES	6	12.8	40	85.1	1	2.1	--	--	47	100.0
PRIVATE LIBERAL ARTS	15	9.6	126	80.2	14	8.9	2	1.3	157	100.0
OTHER PRIVATE*	5	19.2	17	65.4	2	7.7	2	7.7	26	100.0
HOSP. SCH. NURS. & PROPRIETARY	179	49.3	102	28.1	61	16.8	21	5.8	363	100.0
OUT-OF-STATE	75	23.8	192	60.9	38	12.1	10	3.2	315	100.0
COLLEGE NOT INDICATED†	8	27.6	17	58.6	4	13.8	--	--	29	100.0
GRAND TOTAL	805	27.1	1,682	56.6	373	12.5	112	3.8	2,972	100.0

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

†Includes County Teachers Colleges.

of those expecting to attend a campus of The University of Wisconsin, of 64.6 percent of those expecting to attend a State University campus, of 21.2 percent of those expecting to attend a vocational-technical-adult school, and of 80.1 percent of those expecting to attend a Wisconsin private university or liberal arts college.

Certainly there are some students who, during their high school career, change their minds about the post-secondary school they expect to attend or who even decide late in their high school work to attend college at all. One notes that 7.0 percent of the men and 6.4 percent of the women, intending to attend a campus of The University of Wisconsin, were completing a secondary school vocational, technical, or job-orientated sequence; that 7.0 percent of the men and 6.3 percent of the women hoping to attend a State University campus were doing so, and that 5.9 percent of the men and 7.4 percent of the women wishing to attend a Wisconsin private university or liberal arts college were enrolled in that type of course sequence in the secondary school.

By Number of College Admissions Applications

At the time of the survey, 14.0 percent of the seniors planning post-secondary attendance had not made applications to attend (Table XXXI).

Apparently the students most concerned about acceptance by the college to which an admissions application has been made or those most undecided about the college they actually will attend are those planning to attend out-of-state colleges or a Wisconsin private university or liberal arts college. Nearly 30 percent (29.2%) of all of the seniors expecting to attend a post-secondary institution submitted an application to two or more institutions; 46.9 percent of those planning to attend an out-of-state college did; 48.7 percent of those wishing to attend a Wisconsin private university did; and 42.0 percent of those hoping to attend a Wisconsin private liberal arts college did.

Multiple applications have been a concern of the various campuses and systems because of the difficulty of estimating the actual new student enrollment prior to registration. With almost 30 percent of the college-going individuals filing two or more applications and nearly 3.0 percent filing four or more, it is easy to understand why there has been difficulty in admissions offices giving an accurate estimate of anticipated attendance. Multiple applications are not characteristic of one sex or the other--30.4 percent of the

TABLE XXXI

MULTIPLE APPLICATIONS TO COLLEGES
ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69
(Men and Women Combined)

Institution	Number of Colleges to Which Applied at Time of Survey							
	None		1		2 or 3		4 or More	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	32	6.4	302	60.8	155	31.2	8	1.6
Milwaukee	36	10.5	203	59.2	96	28.0	8	2.3
Centers	39	9.6	259	64.0	102	25.2	5	1.2
TOTAL	107	8.6	764	61.4	353	28.3	21	1.7
STATE UNIVERSITIES								
Eau Claire	16	4.8	216	65.3	94	28.4	5	1.5
La Crosse	19	7.9	159	66.0	58	24.0	5	2.1
Oshkosh	25	6.2	239	59.6	120	29.9	17	4.3
Platteville	6	4.0	94	62.3	49	32.4	2	1.3
River Falls	8	5.9	91	66.9	33	24.3	4	2.9
Stevens Point	19	6.7	178	62.9	82	29.0	4	1.4
Stout	14	10.1	83	60.2	40	29.0	1	0.7
Superior	5	5.7	70	79.6	12	13.6	1	1.1
Whitewater	23	8.0	158	55.1	101	35.2	5	1.7
Branches	5	6.4	50	64.1	22	28.2	1	1.3
TOTAL	140	6.6	1,338	62.7	611	28.6	45	2.1
VOCATIONAL-TECHNICAL-ADULT	286	24.7	691	59.8	163	14.1	16	1.4
PRIVATE UNIVERSITIES	12	10.1	49	41.2	55	46.2	3	2.5
PRIVATE LIBERAL ARTS	18	7.6	120	50.4	88	37.0	12	5.0
OTHER PRIVATE*	19	20.4	59	63.4	14	15.1	1	1.1
HOSP. SCH. NURS. & PROPRIETARY	146	34.0	195	45.3	82	19.1	7	1.6
OUT-OF-STATE	121	17.8	240	35.3	253	37.2	66	9.7
COLLEGE NOT INDICATED	12	23.1	32	61.5	6	11.5	2	3.9
GRAND TOTAL	861	14.0	3,488	56.8	1,625	26.4	173	2.8
Total Men	456	14.4	1,753	55.2	868	27.3	98	3.1
Total Women	405	13.6	1,735	58.4	757	25.5	75	2.5

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

men and 28.0 percent of the women filed multiple applications; neither are they limited to out-of-state or private colleges--over 30 percent of the students planning to attend a University of Wisconsin or a State University campus filed an application with more than one college.

It was hypothesized that there is a rather direct relationship between high school rank and the number of colleges to which applications are made; in other words that the low-ranking students, fearing not being admitted, would be the ones who would file applications with a number of colleges. Although there is a tendency for the female students in the lowest quarter in high school rank to file multiple applications to greater degree than students ranking in higher quarters, this is not significantly the case (Tables XXXII and XXXIII). At least one of every four persons in any quarter of high school rank and who expects to attend a post-secondary institution can be expected to apply to more than one college.

By Reason for Selecting College

The student was asked, on the questionnaire, to identify the factors which influenced his decision to attend the college of his choice; this was a structured question with the opportunity afforded also for an open-ended response. Factors listed on the questionnaire (Question 7--see Appendix A.4) were: family, distance, finances, school size, friends, course offerings, and activities. No single factor appears to condition the choice of college. Only two factors are reported here--size of school and course offerings.

Size of School

Over 54 percent of the seniors did not consider the size of the school to be an important reason for attending the post-secondary institution of their choice (Table XXXIV). The primary group concerned about the size of the school they desire to attend apparently is the group hoping to attend a private liberal arts college; only about 30 percent of these persons did not consider size to be a factor in their decision. On the other hand, 56 percent of the persons expecting to attend a liberal arts college stated that the fact that the college was small was important in their decision.

TABLE XXXII

HIGH SCHOOL RANK OF MEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO NUMBER OF SCHOOLS TO WHICH APPLICATION MADE

Number of Schools to Which Applied	High School Rank										Total	
	0-24		25-49		50-74		75-99		None Given			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	230	62.7	476	58.5	524	59.1	536	58.1	96	51.6	1,862	58.7
2-3	78	21.2	224	27.6	270	30.5	285	30.9	52	28.0	909	28.6
4 or More	12	3.3	27	3.3	14	1.6	47	5.1	5	2.7	105	3.3
Not Applied	47	12.8	86	10.6	78	8.8	55	5.9	33	17.7	299	9.4
TOTAL	367	100.0	813	100.0	886	100.0	923	100.0	186	100.0	3,175	100.0

TABLE XXXIII

HIGH SCHOOL RANK OF WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO NUMBER OF SCHOOLS TO WHICH APPLICATION MADE

Number of Schools to Which Applied	High School Rank										Total	
	0-24		25-49		50-74		75-99		None Given			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	105	55.3	292	61.1	537	64.7	807	62.3	88	49.2	1,829	61.6
2-3	40	21.0	112	23.4	213	25.6	384	29.6	51	28.5	800	26.9
4 or More	4	2.1	12	2.5	23	2.8	32	2.5	10	5.6	81	2.7
Not Applied	41	21.6	62	13.0	57	6.9	72	5.6	30	16.7	262	8.8
TOTAL	190	100.0	478	100.0	830	100.0	1,295	100.0	179	100.0	2,972	100.0

TABLE XXXIV

SIZE OF SCHOOL AS A MAJOR REASON FOR SELECTING COLLEGE EXPECTED TO ATTEND FALL 1968-69
(Men and Women Combined)

Institution	Size of School as Factor										Size Not a Factor	Total
	Size Not Given		Small School		Moderate Size School		Large School		Total			
	No.	%	No.	%	No.	%	No.	%	No.	%	%	No.
UNIVERSITY OF WISCONSIN												
Madison	2	0.4	1	0.2	11	2.2	230	46.3	244	49.1	50.9	497
Milwaukee	2	0.6	3	0.9	23	6.7	61	17.8	89	26.0	74.0	343
Centers	1	0.2	101	24.9	40	9.9	6	1.5	148	36.5	63.5	405
TOTAL	5	0.4	105	8.4	74	5.9	297	23.9	481	38.6	61.4	1,245
STATE UNIVERSITIES												
Eau Claire	1	0.3	13	3.9	141	42.6	9	2.7	164	49.5	50.5	331
La Crosse	--	--	16	6.6	96	39.8	3	1.3	115	47.7	52.3	241
Oshkosh	3	0.8	18	4.5	144	35.9	43	10.7	208	51.9	48.1	401
Platteville	--	--	39	25.8	48	31.8	1	0.7	88	58.3	41.7	151
River Falls	--	--	47	34.6	44	32.3	1	0.7	92	67.6	32.4	136
Stevens Point	1	0.4	21	7.4	123	43.5	10	3.5	155	54.8	45.2	283
Stout	3	2.2	25	18.1	37	26.8	1	0.7	66	47.8	52.2	138
Superior	2	2.3	17	19.3	29	33.0	1	1.1	49	55.7	44.3	88
Whitewater	3	1.0	30	10.5	125	43.6	11	3.8	169	58.9	41.1	287
Branches	--	--	34	43.6	6	7.7	1	1.3	41	52.6	47.4	78
TOTAL	13	0.6	260	12.2	793	37.1	81	3.8	1,147	53.7	46.3	2,134
VOCATIONAL-TECHNICAL-ADULT	1	0.1	97	8.4	206	17.8	34	2.9	338	29.2	70.8	1,156
PRIVATE UNIVERSITIES	1	0.8	15	12.6	20	16.8	24	20.2	60	50.4	49.6	119
PRIVATE LIBERAL ARTS	6	2.5	133	55.9	28	11.8	2	0.8	169	71.0	29.0	238
OTHER PRIVATE*	1	1.1	22	23.6	12	12.9	1	1.1	36	38.7	61.3	93
HOSP. SCH. NURS. & PROPRIETARY	1	0.2	90	20.9	83	19.3	17	4.0	191	44.4	55.6	430
OUT-OF-STATE	6	0.9	171	25.1	158	23.2	33	4.9	368	54.1	45.9	680
COLLEGE NOT INDICATED	--	--	18	34.6	4	7.7	--	--	22	42.3	57.7	52
GRAND TOTAL	34	0.5	911	14.8	1,378	22.4	489	8.0	2,812	45.7	54.3	6,147

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*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

The Madison campus of The University of Wisconsin is the largest campus by far of any of the systems of higher education in the state. Its "bigness" apparently attracts certain students, for 46.3 percent of the seniors intending to enroll on that campus indicated that the "large" size was an important reason for attending.

Over half of the seniors (53%) wishing to attend a State University campus gave size as an important reason for their decision; of these persons, 22.9 percent gave the reason of its being a small school, 69.9 percent a moderate size school, and 7.2 percent a large school. Apparently Platteville, River Falls, Stout, Superior, and the Branches have a certain attractiveness because of their relatively small size.

Course Offerings

About two out of every three college-going individuals considered the course offerings to be an important reason for the selection of the college of their choice. Over 17 percent (17.5%) considered the course specialty or specialties as an important factor in the selection (Table XXXV).

To the person not familiar with the colleges, the data would imply that the Madison campus of The University of Wisconsin; the State Universities at Eau Claire, La Crosse, Platteville, River Falls, Stevens Point, Menomonie (Stout), and Whitewater; and the Wisconsin private universities must have strong specialties. For these campuses, 16 to over 35 percent of the prospective students gave a course specialty as an important reason for attending the particular institution.

It seems apparent too that out-of-state colleges are selected to a degree because of their specialties. Over 19 percent of the seniors planning to go to an out-of-state college consider the specialized course of the institution an important reason for attending. For some, it is necessary to attend an out-of-state college in order to enroll in the desired course sequence since some course sequences are not offered in any Wisconsin college.

TABLE XXXV

COURSE OFFERINGS AS A MAJOR REASON FOR SELECTING COLLEGE EXPECTED TO ATTEND FALL 1968-69
(Men and Women Combined)

Institution	Course Offerings as Factor								Course Offerings Not Indicated as Factor		Total	
	No Special Course		General Course		Instit. Specialty		Total					
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN												
Madison	10	2.0	252	50.7	127	25.6	389	78.3	108	21.7	497	100.0
Milwaukee	8	2.3	145	42.3	29	8.5	182	53.1	161	46.9	343	100.0
Centers	4	1.0	89	22.0	18	4.4	111	27.4	294	72.6	405	100.0
TOTAL	22	1.8	486	39.0	174	14.0	682	54.8	563	45.2	1,245	100.0
STATE UNIVERSITIES												
Eau Claire	12	3.7	152	45.9	53	16.0	217	65.6	114	34.4	331	100.0
La Crosse	4	1.7	90	37.3	61	25.3	155	64.3	86	35.7	241	100.0
Oshkosh	9	2.2	212	52.9	31	7.7	252	62.8	149	37.2	401	100.0
Platteville	3	2.0	64	42.4	35	23.2	102	67.6	49	32.4	151	100.0
River Falls	--	--	64	47.0	28	20.6	92	67.6	44	32.4	136	100.0
Stevens Point	11	3.9	115	40.6	69	24.4	195	68.9	88	31.1	283	100.0
Stout	1	0.7	72	52.2	49	35.5	122	88.4	16	11.6	138	100.0
Superior	--	--	41	46.6	2	2.3	43	48.9	45	51.1	88	100.0
Whitewater	6	2.1	150	52.3	57	19.8	213	74.2	74	25.8	287	100.0
Branches	--	--	23	29.5	6	7.7	29	37.2	49	62.8	78	100.0
TOTAL	46	2.1	983	46.1	391	18.3	1,420	66.5	714	33.5	2,134	100.0
VOCATIONAL-TECHNICAL-ADULT	61	5.3	675	58.4	177	15.3	913	79.0	243	21.0	1,156	100.0
PRIVATE UNIVERSITIES	2	1.7	53	44.5	41	34.5	96	80.7	23	19.3	119	100.0
PRIVATE LIBERAL ARTS	3	1.2	128	53.8	29	12.2	160	67.2	78	32.8	238	100.0
OTHER PRIVATE*	5	5.4	26	28.0	31	33.3	62	66.7	31	33.3	93	100.0
HOSP. SCH. NURS. & PROPRIETARY	17	3.9	186	43.3	97	22.6	300	69.8	130	30.2	430	100.0
OUT-OF-STATE	20	3.0	285	41.9	132	19.4	437	64.3	243	35.7	680	100.0
COLLEGE NOT INDICATED	2	3.9	14	26.9	5	9.6	21	40.4	31	59.6	52	100.0
GRAND TOTAL	178	2.9	2,836	46.1	1,077	17.5	4,091	66.5	2,056	33.5	6,147	100.0

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

By Employment of Parent or Parents

There seems to be little question that the type of occupation of the father has an influence on whether the son or daughter expects to attend a collegiate institution or a vocational-technical-adult school (Table XXXVI). Only 12.3 percent of the youth planning to attend a vocational-technical-adult school come from families in which the father is employed either in a professional or executive position, whereas the proportion for the Madison campus of The University of Wisconsin is 37.2, for the entire University of Wisconsin system is 30.2, for the entire State University system is 24.0, for the Wisconsin private universities is 51.2, and for the Wisconsin private liberal arts colleges is 40.4. One can generalize that there is a relationship between the educational background and income of the parents and the choice of post-secondary institution selected by the son or daughter.

There appears to be little relationship between the type of college selected and whether the father or the father and mother are employed (Tables XXXVII, XXXVIII, and XXXIX). The father and mother of over one out of every three (35.6%) of the seniors planning to attend a post-secondary institution are employed. The percentage is somewhat higher for female seniors than for male seniors (37.6% vs. 33.9%). Of interest, but not explained as to reason, is the fact that a considerably higher proportion of the girls than of the boys planning to attend the State Universities come from families in which both the father and mother are employed (42.3% vs. 33.7%).

TABLE XXXVI

OCCUPATION OF FATHER OF MALE AND FEMALE STUDENTS ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Occupation of Father									
	Profes-sional	Execu-tive	Small Business	Farm-ing	Sales-man	Crafts-man	Service Worker	Indust. Employee	Office Work	Other or Not Given
	%	%	%	%	%	%	%	%	%	%
UNIVERSITY OF WISCONSIN										
Madison	19.9	17.3	7.9	13.1	7.2	7.2	6.9	8.5	4.2	7.8
Milwaukee	12.5	17.5	6.1	1.2	5.2	11.1	8.7	22.2	4.7	10.8
Centers	8.1	13.8	7.9	5.9	8.4	9.4	7.9	24.0	3.7	10.9
TOTAL	14.0	16.2	7.4	7.5	7.1	9.0	7.7	17.3	4.2	9.6
STATE UNIVERSITIES										
Eau Claire	10.3	12.7	7.8	12.7	6.9	8.8	11.2	13.9	5.7	10.0
La Crosse	10.0	16.6	5.8	9.9	8.7	7.9	8.7	17.0	2.5	12.9
Oshkosh	9.7	21.2	7.7	7.7	8.0	7.0	10.2	18.7	4.3	5.5
Platteville	6.6	7.3	10.6	26.5	4.0	9.9	8.6	18.5	0.7	7.3
River Falls	8.1	7.4	8.1	32.3	7.4	5.9	5.9	12.5	3.6	8.8
Stevens Point	8.8	11.6	8.8	11.0	12.0	11.0	11.0	15.9	3.2	6.7
Stout	5.8	13.1	10.1	12.3	8.0	13.8	9.4	15.9	1.5	10.1
Superior	14.8	14.8	1.1	5.7	8.0	8.0	15.9	11.3	4.5	15.9
Whitewater	15.1	14.6	7.3	5.2	9.8	9.4	5.9	20.2	4.5	8.0
Branches	9.0	5.1	11.5	24.4	7.7	7.7	11.5	12.8	--	10.3
TOTAL	10.0	14.0	7.9	12.5	8.3	8.8	9.6	16.5	3.6	8.8
VOCATIONAL-TECHNICAL-ADULT	3.6	8.7	7.4	11.8	5.0	11.8	10.7	24.5	2.2	14.3
PRIVATE UNIVERSITIES	21.0	30.2	9.2	1.7	8.4	3.4	2.5	11.8	4.2	7.6
PRIVATE LIBERAL ARTS	18.5	21.9	7.6	6.3	6.3	5.0	8.8	11.3	5.5	8.8
OTHER PRIVATE*	7.5	12.9	12.9	5.4	6.4	14.0	8.6	15.1	4.3	12.9
HOSP. SCH. NURS. & PROP.	5.6	10.0	5.1	9.8	5.6	10.2	10.2	28.1	2.8	12.6
OUT-OF-STATE	19.0	21.6	8.1	9.3	6.6	8.1	6.9	10.1	1.6	8.7
COLLEGE NOT INDICATED	11.6	3.8	3.8	9.6	3.8	17.3	13.5	21.2	1.9	13.5
GRAND TOTAL	10.8	14.5	7.6	10.2	6.9	9.4	9.0	18.0	3.3	10.3

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

TABLE XXXVII

DISTRIBUTION OF MEN AND WOMEN ACCORDING TO WHETHER FATHER ONLY OR FATHER AND MOTHER ARE EMPLOYED AND ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	277	55.7	181	36.4	39	7.9	497	100.0
Milwaukee	190	55.4	116	33.8	37	10.8	343	100.0
Green Bay Complex	73	54.5	46	34.3	15	11.2	134	100.0
Parkside Complex	34	52.3	25	38.5	6	9.2	65	100.0
Centers	112	54.4	72	34.9	22	10.7	206	100.0
TOTAL	686	55.1	440	35.3	119	9.6	1,245	100.0
STATE UNIVERSITIES								
Eau Claire	174	52.6	124	37.4	33	10.0	331	100.0
La Crosse	105	43.6	105	43.6	31	12.8	241	100.0
Oshkosh	208	51.9	171	42.6	22	5.5	401	100.0
Platteville	89	58.9	51	33.8	11	7.3	151	100.0
River Falls	83	61.0	41	30.2	12	8.8	136	100.0
Stevens Point	165	58.3	99	35.0	19	6.7	283	100.0
Stout	72	52.2	52	37.7	14	10.1	138	100.0
Superior	40	45.5	34	38.6	14	15.9	88	100.0
Whitewater	162	56.5	102	35.5	23	8.0	287	100.0
Branches	42	53.8	28	35.9	8	10.3	78	100.0
TOTAL	1,140	53.4	807	37.8	187	8.8	2,134	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	105	53.0	61	30.8	32	16.2	198	100.0
Milwaukee	133	47.5	99	35.4	48	17.1	280	100.0
Others	342	50.5	251	37.0	85	12.5	678	100.0
TOTAL	580	50.2	411	35.5	165	14.3	1,156	100.0
COUNTY TEACHERS COLLEGES	15	45.5	13	39.4	5	15.1	33	100.0
TOTAL PUBLIC	2,421	53.0	1,671	36.6	476	10.4	4,568	100.0
PRIVATE UNIVERSITIES								
Lawrence	16	72.7	5	22.7	1	4.6	22	100.0
Marquette	61	62.9	28	28.9	8	8.2	97	100.0
TOTAL	77	64.7	33	27.7	9	7.6	119	100.0

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	9	64.3	4	28.6	1	7.1	14	100.0
Beloit	5	83.3	--	--	1	16.7	6	100.0
Cardinal Stritch	4	57.1	2	28.6	1	14.3	7	100.0
Carroll	20	52.6	13	34.2	5	13.2	38	100.0
Carthage	6	40.0	8	53.3	1	6.7	15	100.0
Dominican	6	75.0	2	25.0	--	--	8	100.0
Edgewood	--	--	2	100.0	--	--	2	100.0
Holy Family	1	33.3	1	33.3	1	33.3	3	99.9
Lakeland	2	33.3	3	50.0	1	16.7	6	100.0
Marian	8	50.0	7	43.8	1	6.2	16	100.0
Milton	8	80.0	2	20.0	--	--	10	100.0
Mt. Mary	8	57.2	3	21.4	3	21.4	14	100.0
Mt. Senario	4	80.0	1	20.0	--	--	5	100.0
Northland	4	50.0	1	12.5	3	37.5	8	100.0
Northwestern	2	33.3	3	50.0	1	16.7	6	100.0
Ripon	14	63.6	8	36.4	--	--	22	100.0
St. Norbert	24	53.3	19	42.2	2	4.5	45	100.0
Viterbo	9	69.2	4	30.8	--	--	13	100.0
TOTAL	134	56.3	83	34.9	21	8.8	238	100.0
OTHER PRIVATE								
Layton School of Art	7	87.5	--	--	1	12.5	8	100.0
Milw. Sch. of Engineering	17	73.9	5	21.7	1	4.4	23	100.0
Wis. College-Conservatory	1	100.0	--	--	--	--	1	100.0
Theological Seminaries	16	57.2	9	32.1	3	10.7	28	100.0
Junior Colleges	14	42.4	12	36.4	7	21.2	33	100.0
Hospital Sch. of Nursing	39	58.2	21	31.3	7	10.5	67	100.0
Proprietary Schools	177	48.8	139	38.3	47	12.9	363	100.0
TOTAL	271	51.8	186	35.6	66	12.6	523	100.0
TOTAL PRIVATE	482	54.8	302	34.3	96	10.9	880	100.0
OUT-OF-STATE								
California	18	58.1	10	32.2	3	9.7	31	100.0
Colorado	21	75.0	6	21.4	1	3.6	28	100.0
Illinois	51	54.3	33	35.1	10	10.6	94	100.0
Indiana	31	68.9	9	20.0	5	11.1	45	100.0
Iowa	48	55.2	33	37.9	6	6.9	87	100.0
Michigan	33	71.7	11	23.9	2	4.4	46	100.0
Minnesota	85	55.2	53	34.4	16	10.4	154	100.0
Missouri	14	63.6	6	27.3	2	9.1	22	100.0
Other States	106	61.3	53	30.6	14	8.1	173	100.0
TOTAL	407	59.8	214	31.5	59	8.7	680	100.0
COLLEGE NOT INDICATED	13	68.4	4	21.1	2	10.5	19	100.0
GRAND TOTAL	3,323	54.1	2,191	35.6	633	10.3	6,147	100.0

TABLE XXXVIII

DISTRIBUTION OF MEN ACCORDING TO WHETHER FATHER ONLY OR FATHER AND MOTHER ARE EMPLOYED AND ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	177	56.2	116	36.8	22	7.0	315	100.0
Milwaukee	111	57.5	65	33.7	17	8.8	193	100.0
Green Bay Complex	52	58.4	28	31.5	9	10.1	89	100.0
Parkside Complex	15	60.0	8	32.0	2	8.0	25	100.0
Centers	66	53.2	47	37.9	11	8.9	124	100.0
TOTAL	421	56.4	264	35.4	61	8.2	746	100.0
STATE UNIVERSITIES								
Eau Claire	91	58.3	47	30.1	18	11.6	156	100.0
La Crosse	53	45.7	42	36.2	21	18.1	116	100.0
Oshkosh	103	54.2	73	38.4	14	7.4	190	100.0
Platteville	64	58.2	40	36.4	6	5.4	110	100.0
River Falls	56	62.9	24	27.0	9	10.1	89	100.0
Stevens Point	99	62.3	52	32.7	8	5.0	159	100.0
Stout	33	49.3	24	35.8	10	14.9	67	100.0
Superior	23	48.9	15	31.9	9	19.2	47	100.0
Whitewater	76	58.9	44	34.1	9	7.0	129	100.0
Branches	32	58.2	16	29.1	7	12.7	55	100.0
TOTAL	630	56.4	377	33.7	111	9.9	1,118	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	47	58.0	20	24.7	14	17.3	81	100.0
Milwaukee	87	47.8	58	31.9	37	20.3	182	100.0
Others	186	49.9	134	35.9	53	14.2	373	100.0
TOTAL	320	50.3	212	33.3	104	16.4	636	100.0
COUNTY TEACHERS COLLEGES	5	35.7	7	50.0	2	14.3	14	100.0
TOTAL PUBLIC	1,376	54.7	860	34.2	278	11.1	2,514	100.0
PRIVATE UNIVERSITIES								
Lawrence	8	66.7	3	25.0	1	8.3	12	100.0
Marquette	37	61.6	19	31.7	4	6.7	60	100.0
TOTAL	45	62.5	22	30.6	5	6.9	72	100.0

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	--	--	--	--	--	--	--	--
Beloit	2	100.0	--	--	--	--	2	100.0
Cardinal Stritch	--	--	--	--	--	--	--	--
Carroll	8	50.0	7	43.8	1	6.2	16	100.0
Carthage	3	42.9	3	42.9	1	14.2	7	100.0
Dominican	2	100.0	--	--	--	--	2	100.0
Edgewood	--	--	--	--	--	--	--	--
Holy Family	--	--	--	--	--	--	--	--
Lakeland	1	33.3	2	66.7	--	--	3	100.0
Marian	--	--	--	--	--	--	--	--
Milton	8	88.9	1	11.1	--	--	9	100.0
Mt. Mary	--	--	--	--	--	--	--	--
Mt. Senario	2	66.7	1	33.3	--	--	3	100.0
Northland	4	80.0	--	--	1	20.0	5	100.0
Northwestern	2	40.0	3	60.0	--	--	5	100.0
Ripon	7	70.0	3	30.0	--	--	10	100.0
St. Norbert	8	42.1	10	52.6	1	5.3	19	100.0
Viterbo	--	--	--	--	--	--	--	--
TOTAL	47	58.0	30	37.0	4	5.0	81	100.0
OTHER PRIVATE								
Layton School of Art	5	83.3	--	--	1	16.7	6	100.0
Milw. Sch. of Engineering	17	73.9	5	21.7	1	4.4	23	100.0
Wis. College-Conservatory	1	100.0	--	--	--	--	1	100.0
Theological Seminaries	16	64.0	6	24.0	3	12.0	25	100.0
Junior Colleges	5	41.7	7	58.3	--	--	12	100.0
Hospital Sch. of Nursing	1	33.3	1	33.3	1	33.3	3	99.9
Proprietary Schools	26	40.6	29	45.3	9	14.1	64	100.0
TOTAL	71	53.0	48	35.8	15	11.2	134	100.0
TOTAL PRIVATE	163	56.8	100	34.8	24	8.4	287	100.0
OUT-OF-STATE								
California	10	58.8	5	29.4	2	11.8	17	100.0
Colorado	9	60.0	5	33.3	1	6.7	15	100.0
Illinois	27	54.0	17	34.0	6	12.0	50	100.0
Indiana	20	71.4	4	14.3	4	14.3	28	100.0
Iowa	21	53.9	16	41.0	2	5.1	39	100.0
Michigan	22	68.8	8	25.0	2	6.2	32	100.0
Minnesota	32	50.8	24	38.1	7	11.1	63	100.0
Missouri	5	55.6	2	22.2	2	22.2	9	100.0
Other States	71	63.4	33	29.5	8	7.1	112	100.0
TOTAL	217	59.5	114	31.2	34	9.3	365	100.0
COLLEGE NOT INDICATED	7	77.8	1	11.1	1	11.1	9	100.0
GRAND TOTAL	1,763	55.5	1,075	33.9	337	10.6	3,175	100.0

TABLE XXXIX

DISTRIBUTION OF WOMEN ACCORDING TO WHETHER FATHER ONLY OR FATHER AND MOTHER ARE EMPLOYED AND ACCORDING TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	100	55.0	65	35.7	17	9.3	182	100.0
Milwaukee	79	52.7	51	34.0	20	13.3	150	100.0
Green Bay Complex	21	46.7	18	40.0	6	13.3	45	100.0
Parkside Complex	19	47.5	17	42.5	4	10.0	40	100.0
Centers	46	56.1	25	30.5	11	13.4	82	100.0
TOTAL	265	53.1	176	35.3	58	11.6	499	100.0
STATE UNIVERSITIES								
Eau Claire	83	47.4	77	44.0	15	8.6	175	100.0
La Crosse	52	41.6	63	50.4	10	8.0	125	100.0
Oshkosh	105	49.8	98	46.4	8	3.8	211	100.0
Platteville	25	61.0	11	26.8	5	12.2	41	100.0
River Falls	27	57.4	17	36.2	3	6.4	47	100.0
Stevens Point	66	53.2	47	37.9	11	8.9	124	100.0
Stout	39	54.9	28	39.5	4	5.6	71	100.0
Superior	17	41.5	19	46.3	5	12.2	41	100.0
Whitewater	86	54.4	58	36.7	14	8.9	158	100.0
Branches	10	43.5	12	52.2	1	4.3	23	100.0
TOTAL	510	50.2	430	42.3	76	7.5	1,016	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	58	49.6	41	35.0	18	15.4	117	100.0
Milwaukee	46	47.0	41	41.8	11	11.2	98	100.0
Others	156	51.1	117	38.4	32	10.5	305	100.0
TOTAL	260	50.0	199	38.3	61	11.7	520	100.0
COUNTY TEACHERS COLLEGES	10	52.6	6	31.6	3	15.8	19	100.0
TOTAL PUBLIC	1,045	50.9	811	39.5	198	9.6	2,054	100.0
PRIVATE UNIVERSITIES								
Lawrence	8	80.0	2	20.0	--	--	10	100.0
Marquette	24	64.9	9	24.3	4	10.8	37	100.0
TOTAL	32	68.1	11	23.4	4	8.5	47	100.0

Institution	Father Only Employed		Father and Mother Employed		Neither or No Response		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	9	64.3	4	28.6	1	7.1	14	100.0
Beloit	3	75.0	--	--	1	25.0	4	100.0
Cardinal Stritch	4	57.1	2	28.6	1	14.3	7	100.0
Carroll	12	54.5	6	27.3	4	18.2	22	100.0
Carthage	3	37.5	5	62.5	--	--	8	100.0
Dominican	4	66.7	2	33.3	--	--	6	100.0
Edgewood	--	--	2	100.0	--	--	2	100.0
Holy Family	1	33.3	1	33.3	1	33.3	3	99.9
Lakeland	1	33.3	1	33.3	1	33.3	3	99.9
Marian	8	50.0	7	43.8	1	6.2	16	100.0
Milton	--	--	1	100.0	--	--	1	100.0
Mt. Mary	8	57.2	3	21.4	3	21.4	14	100.0
Mt. Senario	2	100.0	--	--	--	--	2	100.0
Northland	--	--	1	33.3	2	66.7	3	100.0
Northwestern	--	--	--	--	1	100.0	1	100.0
Ripon	7	58.3	5	41.7	--	--	12	100.0
St. Norbert	16	61.5	9	34.6	1	3.9	26	100.0
Viterbo	9	69.2	4	30.8	--	--	13	100.0
TOTAL	87	54.2	53	35.0	17	10.8	157	100.0
OTHER PRIVATE								
Layton School of Art	2	100.0	--	--	--	--	2	100.0
Milw. Sch. of Engineering	--	--	--	--	--	--	--	--
Wis. College-Conservatory	--	--	--	--	--	--	--	--
Theological Seminaries	--	--	3	100.0	--	--	3	100.0
Junior Colleges	9	42.9	5	23.8	7	33.3	21	100.0
Hospital Sch. of Nursing	38	59.4	20	31.2	6	9.4	64	100.0
Proprietary Schools	151	50.5	110	36.8	38	12.7	299	100.0
TOTAL	200	51.4	138	35.5	51	13.1	389	100.0
TOTAL PRIVATE	319	53.5	202	34.4	72	12.1	593	100.0
OUT-OF-STATE								
California	8	57.2	5	35.7	1	7.1	14	100.0
Colorado	12	92.3	1	7.7	--	--	13	100.0
Illinois	24	54.5	16	36.4	4	9.1	44	100.0
Indiana	11	64.7	5	29.4	1	5.9	17	100.0
Iowa	27	56.3	17	35.4	4	8.3	48	100.0
Michigan	11	78.6	3	21.4	--	--	14	100.0
Minnesota	53	58.2	29	31.9	9	9.9	91	100.0
Missouri	9	69.2	4	30.8	--	--	13	100.0
Other States	35	57.4	20	32.8	6	9.8	61	100.0
TOTAL	190	60.3	100	31.8	25	7.9	315	100.0
COLLEGE NOT INDICATED	6	60.0	3	30.0	1	10.0	10	100.0
GRAND TOTAL	1,560	52.5	1,116	37.6	296	9.9	2,972	100.0

ANALYSES OF COMMUTING STUDENTS

There are significant differences in the anticipated proportions of commuting versus noncommuting students by system and by campus. Of the seniors expecting to enroll as new freshmen in the fall of 1968, 37.1 percent planned to commute (Table XL). Over 61 percent (61.3%) did not plan to commute and 1.6 percent were undecided.

One notes that only 13.9 percent of the students expecting to attend the Madison campus of The University of Wisconsin planned to commute while over 85 percent of the students hoping to attend University of Wisconsin Centers or the University of Wisconsin-Milwaukee stated that they would be commuting.

With the exception of the Branches of the State Universities (70.5% planning to commute), the students in the survey expecting to attend a State University campus generally do not plan to commute; the percentage of anticipated commuters ranged from 7.3 percent at Stout State University to 42.0 percent at Superior State University. With the exception of Superior State University, no other degree-granting State University campus, based upon the survey, could expect more than 28.7 percent of the new Wisconsin students to commute.

The percentage of new commuting students to Marquette University appears to be quite comparable to that for the combined vocational-technical-adult schools--over 60 percent.

By Sex

There are some variations in the percentage of men and of women planning to commute during their first semester of post-secondary education. Whereas 40.0 percent of the men indicated that they planned to commute, only 34.0 percent of the women did (Tables XLI and XLII). Part of this could be due to the larger enrollments of women than of men in the private liberal arts colleges and the relatively low proportion of commuters at those colleges. Part of it is due to the lower commuting proportion for women than for men at the State Universities (17.0% vs. 25.4%).

TABLE XL

PLANS OF MEN AND WOMEN TO COMMUTE TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	69	13.9	421	84.7	7	1.4	497	100.0
Milwaukee	294	85.7	49	14.3	--	--	343	100.0
Green Bay Complex	120	89.5	12	9.0	2	1.5	134	100.0
Parkside Complex	56	86.1	7	10.8	2	3.1	65	100.0
Centers	189	91.7	16	7.8	1	0.5	206	100.0
TOTAL	728	58.5	505	40.5	12	1.0	1,245	100.0
STATE UNIVERSITIES								
Eau Claire	95	28.7	236	71.3	--	--	331	100.0
La Crosse	67	27.8	169	70.1	5	2.1	241	100.0
Oshkosh	84	21.0	312	77.8	5	1.2	401	100.0
Platteville	30	19.9	120	79.5	1	0.6	151	100.0
River Falls	21	15.4	112	82.4	3	2.2	136	100.0
Stevens Point	25	8.8	254	89.8	4	1.4	283	100.0
Stout	10	7.3	123	89.1	5	3.6	138	100.0
Superior	37	42.0	49	55.7	2	2.3	88	100.0
Whitewater	33	11.5	245	85.4	9	3.1	287	100.0
Branches	55	70.5	21	26.9	2	2.6	78	100.0
TOTAL	457	21.4	1,641	76.9	36	1.7	2,134	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	98	49.5	97	49.0	3	1.5	198	100.0
Milwaukee	207	73.9	72	25.7	1	0.4	280	100.0
Others	413	60.9	256	37.8	9	1.3	678	100.0
TOTAL	718	62.1	425	36.8	13	1.1	1,156	100.0
COUNTY TEACHERS COLLEGES	13	39.4	18	54.5	2	6.1	33	100.0
TOTAL PUBLIC	1,916	41.9	2,589	56.7	63	1.4	4,568	100.0
PRIVATE UNIVERSITIES								
Lawrence	3	13.6	19	86.4	--	--	22	100.0
Marquette	62	63.9	35	36.1	--	--	97	100.0
TOTAL	65	54.6	54	45.4	--	--	119	100.0

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	8	57.2	5	35.7	1	7.1	14	100.0
Beloit	--	--	6	100.0	--	--	6	100.0
Cardinal Stritch	3	42.9	3	42.9	1	14.2	7	100.0
Carroll	1	2.6	37	97.4	--	--	38	100.0
Carthage	1	6.7	13	86.6	1	6.7	15	100.0
Dominican	1	12.5	6	75.0	1	12.5	8	100.0
Edgewood	--	--	2	100.0	--	--	2	100.0
Holy Family	2	66.7	1	33.3	--	--	3	100.0
Lakeland	1	16.7	4	66.6	1	16.7	6	100.0
Marian	7	43.8	8	50.0	1	6.2	16	100.0
Milton	3	30.0	6	60.0	1	10.0	10	100.0
Mt. Mary	13	92.9	1	7.1	--	--	14	100.0
Mt. Senario	1	20.0	3	60.0	1	20.0	5	100.0
Northland	1	12.5	7	87.5	--	--	8	100.0
Northwestern	--	--	6	100.0	--	--	6	100.0
Ripon	1	4.5	19	86.4	2	9.1	22	100.0
St. Norbert	7	15.6	36	80.0	2	4.4	45	100.0
Viterbo	4	30.8	9	69.2	--	--	13	100.0
TOTAL	54	22.7	172	72.3	12	5.0	238	100.0
OTHER PRIVATE								
Layton School of Art	4	50.0	4	50.0	--	--	8	100.0
Milw. Sch. of Engineering	9	39.1	14	60.9	--	--	23	100.0
Wis. College-Conservatory	--	--	1	100.0	--	--	1	100.0
Theological Seminaries	--	--	24	96.0	1	4.0	25	100.0
Junior Colleges	11	33.3	21	63.7	1	3.0	33	100.0
Hospital Sch. of Nursing	18	26.9	48	71.6	1	1.5	67	100.0
Proprietary Schools	166	45.7	189	52.1	8	2.2	363	100.0
TOTAL	208	40.0	301	57.9	11	2.1	520	100.0
TOTAL PRIVATE	327	37.3	527	60.1	23	2.6	877	100.0
OUT-OF-STATE								
California	6	19.4	25	80.6	--	--	31	100.0
Colorado	3	10.7	25	89.3	--	--	28	100.0
Illinois	4	4.3	87	92.5	3	3.2	94	100.0
Indiana	--	--	45	100.0	--	--	45	100.0
Iowa	1	1.1	86	98.9	--	--	87	100.0
Michigan	4	8.7	42	91.3	--	--	46	100.0
Minnesota	10	6.5	141	91.6	3	1.9	154	100.0
Missouri	1	4.5	21	95.5	--	--	22	100.0
Other States	8	4.6	165	95.4	--	--	173	100.0
TOTAL	37*	5.4	637	93.7	6	0.9	680	100.0
COLLEGE NOT INDICATED	2	9.1	16	72.7	4	18.2	22	100.0
GRAND TOTAL	2,282	37.1	3,769	61.3	96	1.6	6,147	100.0

*Apparently some of these persons expect to move from Wisconsin and commute to the institution in the state to which they expect to move.

TABLE XLI

PLANS OF MEN TO COMMUTE TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	49	15.6	260	82.5	6	1.9	315	100.0
Milwaukee	167	86.5	26	13.5	--	--	193	100.0
Green Bay Complex	80	89.9	9	10.1	--	--	89	100.0
Parkside Complex	22	88.0	3	12.0	--	--	25	100.0
Centers	117	94.4	7	5.6	--	--	124	100.0
TOTAL	435	58.3	305	40.9	6	0.8	746	100.0
STATE UNIVERSITIES								
Eau Claire	57	36.5	99	63.5	--	--	156	100.0
La Crosse	40	34.5	73	62.9	3	2.6	116	100.0
Oshkosh	50	26.3	137	72.1	3	1.6	190	100.0
Platteville	21	19.1	89	80.9	--	--	110	100.0
River Falls	11	12.4	76	85.4	2	2.2	89	100.0
Stevens Point	13	8.2	143	89.9	3	1.9	159	100.0
Stout	8	11.9	57	85.1	2	3.0	67	100.0
Superior	20	42.6	27	57.4	--	--	47	100.0
Whitewater	21	16.3	100	77.5	8	6.2	129	100.0
Branches	43	78.2	12	21.8	--	--	55	100.0
TOTAL	284	25.4	813	72.7	21	1.9	1,118	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	49	60.5	32	39.5	--	--	81	100.0
Milwaukee	131	72.0	51	28.0	--	--	182	100.0
Others	249	66.8	121	32.4	3	0.8	373	100.0
TOTAL	429	67.4	204	32.1	3	0.5	636	100.0
COUNTY TEACHERS COLLEGES	5	35.7	8	57.2	1	7.1	14	100.0
TOTAL PUBLIC	1,153	45.9	1,330	52.9	31	1.2	2,514	100.0
PRIVATE UNIVERSITIES								
Lawrence	3	25.0	9	75.0	--	--	12	100.0
Marquette	39	65.0	21	35.0	--	--	60	100.0
TOTAL	42	58.3	30	41.7	--	--	72	100.0

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	--	--	--	--	--	--	--	--
Beloit	--	--	2	100.0	--	--	2	100.0
Cardinal Stritch	--	--	--	--	--	--	--	--
Carroll	--	--	16	100.0	--	--	16	100.0
Carthage	--	--	6	85.7	1	14.3	7	100.0
Dominican	--	--	2	100.0	--	--	2	100.0
Edgewood	--	--	--	--	--	--	--	--
Holy Family	--	--	--	--	--	--	--	--
Lakeland	--	--	3	100.0	--	--	3	100.0
Marian	--	--	--	--	--	--	--	--
Milton	2	22.2	6	66.7	1	11.1	9	100.0
Mt. Mary	--	--	--	--	--	--	--	--
Mt. Senario	--	--	3	100.0	--	--	3	100.0
Northland	1	20.0	4	80.0	--	--	5	100.0
Northwestern	--	--	5	100.0	--	--	5	100.0
Ripon	--	--	9	90.0	1	10.0	10	100.0
St. Norbert	3	15.8	15	78.9	1	5.3	19	100.0
Viterbo	--	--	--	--	--	--	--	--
TOTAL	6	7.4	71	87.7	4	4.9	81	100.0
OTHER PRIVATE								
Layton School of Art	3	50.0	3	50.0	--	--	6	100.0
Milw. Sch. of Engineering	9	39.1	14	60.9	--	--	23	100.0
Wis. College-Conservatory	--	--	1	100.0	--	--	1	100.0
Theological Seminaries	--	--	24	96.0	1	4.0	25	100.0
Junior Colleges	6	50.0	6	50.0	--	--	12	100.0
Hospital Sch. of Nursing	1	33.3	2	66.7	--	--	3	100.0
Proprietary Schools	29	45.3	34	53.1	1	1.6	64	100.0
TOTAL	48	35.8	84	62.7	2	1.5	134	100.0
TOTAL PRIVATE	96	33.4	185	64.5	6	2.1	287	100.0
OUT-OF-STATE								
California	2	11.8	15	88.2	--	--	17	100.0
Colorado	3	20.0	12	80.0	--	--	15	100.0
Illinois	4	8.0	46	92.0	--	--	50	100.0
Indiana	--	--	28	100.0	--	--	28	100.0
Iowa	--	--	39	100.0	--	--	39	100.0
Michigan	3	9.4	29	90.6	--	--	32	100.0
Minnesota	5	7.9	58	92.1	--	--	63	100.0
Missouri	1	11.1	8	88.9	--	--	9	100.0
Other States	5	4.5	107	95.5	--	--	112	100.0
TOTAL	23*	6.3	342	93.7	--	--	365	100.0
COLLEGE NOT INDICATED	--	--	9	100.0	--	--	9	100.0
GRAND TOTAL	1,272	40.0	1,866	58.8	37	1.2	3,175	100.0

*Apparently some of these persons expect to move from Wisconsin and commute to the institution in the state to which they expect to move.

TABLE XLII

PLANS OF WOMEN TO COMMUTE TO COLLEGE EXPECTED TO ATTEND FALL 1968-69

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
UNIVERSITY OF WISCONSIN								
Madison	20	11.0	161	88.5	1	0.5	182	100.0
Milwaukee	127	84.7	23	15.3	--	--	150	100.0
Green Bay Complex	40	88.9	3	6.7	2	4.4	45	100.0
Parkside Complex	34	85.0	4	10.0	2	5.0	40	100.0
Centers	72	87.8	9	11.0	1	1.2	82	100.0
TOTAL	293	58.7	200	40.1	6	1.2	499	100.0
STATE UNIVERSITIES								
Eau Claire	38	21.7	137	78.3	--	--	175	100.0
La Crosse	27	21.6	96	76.8	2	1.6	125	100.0
Oshkosh	34	16.1	175	82.9	2	1.0	211	100.0
Platteville	9	22.0	31	75.6	1	2.4	41	100.0
River Falls	10	21.3	36	76.6	1	2.1	47	100.0
Stevens Point	12	9.7	111	89.5	1	0.8	124	100.0
Stout	2	2.8	66	93.0	3	4.2	71	100.0
Superior	17	41.5	22	53.6	2	4.9	41	100.0
Whitewater	12	7.6	145	91.8	1	0.6	158	100.0
Branches	12	52.2	9	39.1	2	8.7	23	100.0
TOTAL	173	17.0	828	81.5	15	1.5	1,016	100.0
VOCATIONAL-TECHNICAL-ADULT								
Madison	49	41.9	65	55.5	3	2.6	117	100.0
Milwaukee	76	77.6	21	21.4	1	1.0	98	100.0
Others	164	53.8	135	44.2	6	2.0	305	100.0
TOTAL	289	55.6	221	42.5	10	1.9	520	100.0
COUNTY TEACHERS COLLEGES	8	42.1	10	52.6	1	5.3	19	100.0
TOTAL PUBLIC	763	37.1	1,259	61.3	32	1.6	2,054	100.0
PRIVATE UNIVERSITIES								
Lawrence	--	--	10	100.0	--	--	10	100.0
Marquette	23	62.2	14	37.8	--	--	37	100.0
TOTAL	23	48.9	24	51.1	--	--	47	100.0

Institution	Commute		Not Commute		Unknown		Total	
	No.	%	No.	%	No.	%	No.	%
PRIVATE LIBERAL ARTS								
Alverno	8	57.1	5	35.7	1	7.2	14	100.0
Beloit	--	--	4	100.0	--	--	4	100.0
Cardinal Stritch	3	42.9	3	42.9	1	14.2	7	100.0
Carroll	1	4.5	21	95.5	--	--	22	100.0
Carthage	1	12.5	7	87.5	--	--	8	100.0
Dominican	1	16.7	4	66.6	1	16.7	6	100.0
Edgewood	--	--	2	100.0	--	--	2	100.0
Holy Family	2	66.7	1	33.3	--	--	3	100.0
Lakeland	1	33.3	1	33.3	1	33.3	3	99.9
Marian	7	43.8	8	50.0	1	6.2	16	100.0
Milton	1	100.0	--	--	--	--	1	100.0
Mt. Mary	13	92.8	1	7.2	--	--	14	100.0
Mt. Senario	1	50.0	--	--	1	50.0	2	100.0
Northland	--	--	3	100.0	--	--	3	100.0
Northwestern	--	--	1	100.0	--	--	1	100.0
Ripon	1	8.3	10	83.4	1	8.3	12	100.0
St. Norbert	4	15.4	21	80.8	1	3.8	26	100.0
Viterbo	4	30.8	9	69.2	--	--	13	100.0
TOTAL	48	30.6	101	64.3	8	5.1	157	100.0
OTHER PRIVATE								
Layton School of Art	1	50.0	1	50.0	--	--	2	100.0
Milw. Sch. of Engineering	--	--	--	--	--	--	--	--
Wis. College-Conservatory	--	--	--	--	--	--	--	--
Theological Seminaries	--	--	--	--	--	--	--	--
Junior Colleges	5	23.8	15	71.4	1	4.8	21	100.0
Hospital Sch. of Nursing	17	26.5	46	71.9	1	1.6	64	100.0
Proprietary Schools	137	45.8	155	51.8	7	2.4	299	100.0
TOTAL	160	41.5	217	56.2	9	2.3	386	100.0
TOTAL PRIVATE	231	39.1	342	58.0	17	2.9	590	100.0
OUT-OF-STATE								
California	4	28.6	10	71.4	--	--	14	100.0
Colorado	--	--	13	100.0	--	--	13	100.0
Illinois	--	--	41	93.2	3	6.8	44	100.0
Indiana	--	--	17	100.0	--	--	17	100.0
Iowa	1	2.1	47	97.9	--	--	48	100.0
Michigan	1	7.2	13	92.8	--	--	14	100.0
Minnesota	5	5.5	83	91.2	3	3.3	91	100.0
Missouri	--	--	13	100.0	--	--	13	100.0
Other States	3	4.9	58	95.1	--	--	61	100.0
TOTAL	14*	4.4	295	93.7	6	1.9	315	100.0
COLLEGE NOT INDICATED	2	15.4	7	53.8	4	30.8	13	100.0
GRAND TOTAL	1,010	34.0	1,903	64.0	59	2.0	2,972	100.0

*Apparently some of these persons expect to move from Wisconsin and commute to the institution in the state to which they expect to move.

By Reasons for Commuting

Over 72 percent (72.3%) of the individuals planning to commute gave one principal reason for commuting; 21.2 percent gave a combination of major reasons, and 6.5 percent indicated reasons not included as items on the questionnaire (Table XLIII). The major single reasons for commuting are: more reasonable cost (21.7%), prefer to live at home (20.5%), and can live with relatives (17.4%). Interestingly, only 7.3 percent gave "job in home community" as the one single major reason. There are differences in the proportions for reasons indicated from campus to campus or system to system, but, if there were a high proportion of persons giving a certain reason for commuting for one campus or system, rather consistently a high proportion of the expected commuters for other campuses or systems also give that reason.

A rather unique difference is that 11.5 percent of the students expecting to attend a vocational-technical-adult school gave "job in home community" as the single major reason; this was the highest proportion for this item and can be assumed to be the highest because of the proportion of part-time students and the number of job-orientated programs at the vocational-technical-adult schools.

By High School Rank

It has often been said that one of the advantages of Centers, Branches, and vocational-technical-adult schools is that they afford the opportunity for the less academically proven individual to try college work without having the high expense of room and board charges experienced by noncommuting students. It is possible that this is the case since for each quarter of high school rank, from the lowest to the highest, the proportion of students expecting to commute decreases (Table XLIV). This is true of both men and women--decreasing from 50.0 percent to 33.3 percent for the men and from 51.9 percent to 28.2 percent for the women.

Earlier in this report, it was pointed out that the average high school rank of vocational-technical-adult students is lower than for collegiate students. It also has been seen that a quite high proportion of the vocational-technical-adult students expect to commute. This, therefore, also appears to be a contributing factor to the relationship between high school rank and the dichotomy of commuting versus noncommuting.

TABLE XLIII

REASONS GIVEN BY MEN AND WOMEN FOR EXPECTING TO COMMUTE TO COLLEGE EXPECTED TO ATTEND FALL 1968-69†

Institution	Reasons for Commuting						
	Prefer to Live at Home	Family Needs Help or Prefers	Job in Home Community	More Reasonable Cost	Can Live with Relatives	Combinations of Previous Reasons	Other
	%	%	%	%	%	%	%
UNIVERSITY OF WISCONSIN							
Madison	15.2	1.5	1.5	13.6	45.4	15.2	7.6
Milwaukee	18.5	7.6	5.9	29.2	19.9	16.8	2.1
Centers	13.5	6.4	4.7	33.3	20.1	17.9	4.1
TOTAL	15.7	6.4	4.9	29.9	22.3	17.2	3.6
STATE UNIVERSITIES							
Eau Claire	15.8	2.1	9.5	17.9	27.4	25.2	2.1
La Crosse	20.3	--	3.1	15.6	34.4	20.3	6.3
Oshkosh	23.8	1.2	6.2	33.8	10.0	16.2	8.8
Platteville	10.4	10.4	3.4	17.2	20.7	34.5	3.4
River Falls	9.5	9.5	--	23.8	23.8	28.6	4.8
Stevens Point	16.0	--	--	4.0	44.0	20.0	16.0
Stout	20.0	--	--	60.0	--	10.0	10.0
Superior	19.4	--	5.6	11.1	38.9	16.7	8.3
Whitewater	15.1	--	--	18.2	24.2	36.4	6.1
Branches	9.1	9.1	7.3	23.6	21.8	20.0	9.1
TOTAL	16.7	2.9	5.1	21.0	25.0	22.6	6.7
VOCATIONAL-TECHNICAL-ADULT	25.5	6.4	11.5	14.4	10.0	24.5	7.7
PRIVATE UNIVERSITIES	31.3	9.4	6.2	28.1	9.4	9.4	6.2
PRIVATE LIBERAL ARTS	20.4	3.7	9.2	16.7	16.7	22.2	11.1
OTHER PRIVATE*	20.0	--	4.0	28.0	12.0	32.0	4.0
HOSP. SCH. NURS. & PROPRIETARY	25.7	3.3	7.3	19.6	12.3	22.9	8.9
OUT-OF-STATE	13.5	5.4	5.4	10.8	18.9	27.1	18.9
COLLEGE NOT INDICATED+	35.7	7.1	7.1	21.5	--	14.3	14.3
GRAND TOTAL	20.5	5.4	7.3	21.7	17.4	21.2	6.5

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†Based upon 2,282 persons (37.1%) of the 6,147 who indicated they expected to continue their education.

*Layton School of Art, Milwaukee School of Engineering, Wisconsin College-Conservatory, Theological Seminaries, and Junior Colleges.

+Includes County Teachers Colleges.

TABLE XLIV

PLANS TO COMMUTE OF MEN AND OF WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO HIGH SCHOOL RANK

High School Rank	Men						Women					
	Plan to Commute		Do Not Plan to Commute		Total		Plan to Commute		Do Not Plan to Commute		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
0 - 24	183	50.0	183	50.0	366	100.0	94	51.9	87	48.1	181	100.0
25 - 49	347	43.1	458	56.9	805	100.0	193	41.7	270	58.3	463	100.0
50 - 74	345	39.6	526	60.4	871	100.0	287	35.0	534	65.0	821	100.0
75 - 100	304	33.3	608	66.7	912	100.0	357	28.2	910	71.8	1,267	100.0
TOTAL*	1,179	39.9	1,775	60.1	2,954	100.0	931	34.1	1,801	65.9	2,732	100.0

*There were 221 men and 240 women who either did not indicate plans relative to commuting or for which there was no high school rank.

By Costs

The data are quite conclusive that the commuting students estimate their cost of college attendance to be much lower than the noncommuting students do (Table XLV). While 80.2 percent of the students expecting to commute estimated their 1968-69 expenses as $1,000 or less, only 15.3 percent of the noncommuting estimated their expenses to be that low; if the vocational-technical-adult schools were omitted, the percentages would be 73.7 percent of the commuting and 6.5 percent of the noncommuting prospective students estimating their expenses for the year as being $1,000 or less.

Apparently, as seniors in high school, the noncommuting students plan on securing funds for post-secondary education from sources in addition to their own and their family contributions. It was noted that only 15.3 percent of these students expected their college expenses to be $1,000 or less; however, 51.0 percent of these students estimated that the combined contribution of themselves and their families could be no more than $1,000 (Table XLVI).

Perhaps the fact that students plan to commute is tied to sources of funds to finance their education for, while 80.2 percent of these students estimated their 1968-69 expenses at $1,000 or less, 83.7 percent indicated that they and their parents could contribute no more than $1,000.

It is impossible to state definitely that the decision to commute is a function of knowledge of financial aids programs. While 43.9 percent of the students not planning to commute indicated that they were not aware of any financial aids programs, 58.5 percent of the students planning to commute apparently were not aware of any such programs (Table XLVII). In interpreting that table, the reader should note that the percentages are reported in terms of cumulative percentages.

By Effect of Part-Time Work

There appears to be a real difference in the outlook of persons, expecting to commute and those not expecting to commute, with reference to the effect of part-time work (Table XLVIII). While 65.9 percent of the students planning to commute felt that either it would be "possible to work part time and maintain acceptable grades" or "part-time work will help me to schedule my time," only 41.2 percent of the students not planning to commute responded in that way.

TABLE XLV

ESTIMATED COST OF COLLEGE ATTENDANCE BY STUDENTS PLANNING TO COMMUTE OR NOT COMMUTE*
(Men and Women Combined)

Estimated Cost	University of Wisconsin						State Universities				Voc-Tech-Adult		Priv. Univ. & Lib. Arts Coll.	
	Madison		Milwaukee		Centers		Universities		Branches					
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
EXPECT TO COMMUTE														
Less than $500	24	37.5	74	26.5	164	46.7	125	33.0	19	34.5	445	70.3	8	6.4
$ 501 - 1,000	26	40.7	147	52.7	131	37.3	157	41.4	23	41.8	144	22.7	26	20.8
$1,001 - 1,500	7	10.9	38	13.6	39	11.1	70	18.5	9	16.4	28	4.4	29	23.2
$1,501 - 2,000	7	10.9	11	4.0	15	4.3	22	5.8	4	7.3	15	2.4	46	36.8
Over $2,000	--	--	9	3.2	2	0.6	5	1.3	--	--	1	0.2	16	12.8
TOTAL	64	100.0	279	100.0	351	100.0	379	100.0	55	100.0	633	100.0	125	100.0
EXPECT NOT TO COMMUTE														
Less than $500	15	3.6	1	2.1	7	20.6	14	0.9	2	9.5	119	29.6	1	0.4
$ 501 - 1,000	9	2.2	5	10.6	8	23.5	73	4.6	5	23.8	148	36.8	11	4.6
$1,001 - 1,500	73	17.6	14	29.8	14	41.2	1,011	64.0	12	57.2	93	23.2	14	5.9
$1,501 - 2,000	262	63.3	21	44.7	5	14.7	445	28.1	2	9.5	29	7.2	48	20.2
Over $2,000	55	13.3	6	12.8	--	--	38	2.4	--	--	13	3.2	164	68.9
TOTAL	414	100.0	47	100.0	34	100.0	1,581	100.0	21	100.0	402	100.0	238	100.0

*Table is limited to persons who estimated expenses.

TABLE XLVI

PLANS TO COMMUTE OF MEN AND OF WOMEN ACCORDING TO AMOUNT FAMILY AND STUDENT CAN CONTRIBUTE TO 1968-69 ATTENDANCE

Amount Family and Student Can Contribute	Men						Women					
	Plan to Commute		Do Not Plan to Commute		Total		Plan to Commute		Do Not Plan to Commute		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
$ 500 or Less	508	62.3	307	37.7	815	100.0	474	51.0	455	49.0	929	100.0
$ 501 - 1,000	426	46.4	493	53.6	919	100.0	325	37.1	552	62.9	877	100.0
$1,001 - 1,500	127	21.4	466	78.6	593	100.0	75	16.2	389	83.8	464	100.0
$1,501 - 2,000	52	15.0	295	85.0	347	100.0	31	11.7	235	88.3	266	100.0
$2,001 or More	41	17.4	195	82.6	236	100.0	11	6.7	153	93.3	164	100.0
TOTAL*	1,154	39.7	1,756	60.3	2,910	100.0	916	33.9	1,784	66.1	2,700	100.0

---

*An additional 265 men and 272 women expecting to attend college did not respond to one or both of the questions on commuting and amount of contribution.

TABLE XLVII

PLANS TO COMMUTE OF TOTAL MEN AND WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO KNOWLEDGE OF FINANCIAL AIDS PROGRAMS

Knowledge of Financial Aids Programs	Commuting Plans				Total	
	Plan to Commute		Do Not Plan to Commute			
	No.	Cum. %	No.	Cum. %	No.	Cum. %
Wisconsin Scholarship, Grant, or Loan Programs	168	7.4	413	11.0	581	9.6
Federal Scholarship, Grant, or Loan Programs	39	9.1	109	13.8	148	12.0
Local Scholarship and Loan Programs	58	11.6	107	16.7	165	14.8
Private Scholarship and Grant Programs	39	13.3	84	18.9	123	16.8
Employment Programs	70	16.4	80	21.0	150	19.3
Wisconsin Scholarship and Grant; and/or Federal Scholarship and Grant; and/or Local Scholarship; and/or Private Scholarship and Grant Programs; and/or Employment Programs	278	28.6	652	38.3	930	34.7
Wisconsin Loan and Federal Loan Programs	4	28.7	17	38.8	21	35.0
Other	19	29.6	41	39.9	60	36.0
Comprehensive Knowledge of Scholarship, Grant, Loan, and Employment Programs	273	41.5	612	56.1	885	50.6
NO KNOWLEDGE INDICATED OF ANY TYPE	1,334	100.0	1,654	100.0	2,988	100.0
TOTAL*	2,282		3,769		6,051	

*Plans to commute or not commute were not indicated by 96 persons; these cases are omitted.

TABLE XLVIII

PLANS TO COMMUTE OF MEN AND OF WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO ANTICIPATED EFFECT OF PART-TIME WORK

Effect of Part-time Work	Men						Women					
	Plan to Commute		Do Not Plan to Commute		Total		Plan to Commute		Do Not Plan to Commute		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Too Difficult to Work Part-time While a First-year Student	178	15.7	627	37.3	805	28.6	171	18.6	669	38.1	840	31.4
Possible to Work Part-time and Maintain Acceptable Grades	696	61.4	625	37.2	1,321	47.0	497	53.9	633	36.0	1,130	42.2
Part-time Work will Help Me to Schedule My Time	91	8.1	84	5.0	175	6.2	69	7.5	73	4.2	142	5.3
Other	168	14.8	344	20.5	512	18.2	184	20.0	382	21.7	566	21.1
TOTAL*	1,133	100.0	1,680	100.0	2,813	100.0	921	100.0	1,757	100.0	2,678	100.0

---

*There were 362 men and 294 women who either did not indicate plans relative to commuting or who did not respond to the question with respect to the effect of part-time work.

The men are a bit more inclined than the women to feel that part-time work during their first year will not be too difficult for them; 69.5 percent of the men and 61.4 percent of the women planning to commute indicated that either it would be "possible to work part time and maintain acceptable grades" or "part-time work will help me to schedule my time" while, in contrast, 42.2 percent of the men and 40.2 percent of the women not planning to commute so indicated.

The data are not conclusive, of course, since undoubtedly a higher proportion of the commuting than of the noncommuting students expect to be enrolled part time.

By Father's Occupation and Educational Level

There is little question that the decision to commute or not to commute to a post-secondary institution is tied to the level of father's occupation and/or father's education (Tables XLIX and L). Whether this is a true relationship or whether it represents concomitant variation, in other words association with one or more other common factors, would require additional research, but the current data seem to give substantial support to there being an association.

One notes that only 32.5 percent of the sons and daughters, of fathers who are in professional or executive positions, plan to commute as compared with 45.8 percent of those whose fathers are craftsmen, 49.1 percent of those whose fathers are industrial employees, 45.8 percent of those whose fathers are office workers, 37.4 percent of those whose fathers are service workers, and 38.1 percent of those whose fathers are salesmen. A small percentage (21.3%) of the sons and daughters of fathers who are owners, renters, or managers of a farm plan to commute; perhaps this low percentage is associated with distances to a post-secondary institution since these individuals would not be living within a city.

As educational level of the father increases, beyond the secondary school, the proportion of sons and daughters who expect to commute decreases going from 34.3 percent of the men whose fathers attended college but were not graduated to 24.8 percent of the men whose fathers have pursued graduate study; the comparable percentages for the women are 33.1 percent and 22.4 percent.

TABLE XLIX

PLANS TO COMMUTE OF MEN AND OF WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO FATHER'S OCCUPATION

Father's Occupation	Men						Women					
	Plan to Commute		Do Not Plan to Commute		Total		Plan to Commute		Do Not Plan to Commute		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Professional	108	31.9	231	68.1	339	100.0	87	27.9	225	72.1	312	100.0
Executive	169	37.4	283	62.6	452	100.0	135	31.1	299	68.9	434	100.0
Small Business	78	31.8	167	68.2	245	100.0	60	27.6	157	72.4	217	100.0
Farming	80	25.8	230	74.2	310	100.0	51	16.8	253	83.2	304	100.0
Salesman	85	36.5	148	63.5	233	100.0	75	40.1	112	59.9	187	100.0
Craftsman	145	49.0	151	51.0	296	100.0	115	42.3	157	57.7	272	100.0
Service Worker	110	41.7	154	58.3	264	100.0	95	33.5	189	66.5	284	100.0
Industrial Employee	290	53.3	254	46.7	544	100.0	240	44.9	295	55.1	535	100.0
Office Work	58	50.0	58	50.0	116	100.0	30	39.5	46	60.5	76	100.0
TOTAL*	1,123	40.1	1,676	59.9	2,799	100.0	888	33.9	1,733	66.1	2,621	100.0

[*] An additional 376 men and 351 women expecting to attend college did not respond to one or both of the questions on commuting and father's occupation.

TABLE L

PLANS TO COMMUTE OF MEN AND OF WOMEN EXPECTING TO ATTEND COLLEGE FALL 1968-69 ACCORDING TO EDUCATIONAL LEVEL OF FATHER

Father's Educational Level	Men						Women					
	Plan to Commute		Do Not Plan to Commute		Total		Plan to Commute		Do Not Plan to Commute		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Not a High School Graduate	374	43.2	492	56.8	866	100.0	305	36.9	521	63.1	826	100.0
High School Graduate	405	43.7	522	56.3	927	100.0	281	36.1	497	63.9	778	100.0
Attended Technical or Trade	143	45.8	169	54.2	312	100.0	125	43.0	166	57.0	291	100.0
Attended College	108	34.3	207	65.7	315	100.0	108	33.1	218	66.9	326	100.0
College Graduate	99	31.1	219	68.9	318	100.0	81	26.7	222	73.3	303	100.0
Graduate Study	53	24.8	161	75.2	214	100.0	44	22.4	152	77.6	196	100.0
TOTAL*	1,182	40.0	1,770	60.0	2,952	100.0	944	34.7	1,776	65.3	2,720	100.0

*There were 223 men and 252 women who either did not indicate plans relative to commuting or did not indicate the father's educational level.

APPENDIX A.1

COPY

THE STATE OF WISCONSIN
DEPARTMENT OF PUBLIC INSTRUCTION
Wisconsin Hall
126 Langdon Street
Madison, Wisconsin 53703

March 14, 1968

To School District Administrators:

The Coordinating Council for Higher Education, the School of Education of the University of Wisconsin, the Higher Educational Aids Board, the Wisconsin Association of Student Financial Aid Administrators, and the Department of Public Instruction have a continuing interest in and responsibility for planning and providing for post-high school educational opportunities for Wisconsin youth. Each of the above groups from time to time attempts to collect data in order to assess future needs in providing for post-high school educational opportunities. At this time the above agencies have each expressed some need for data concerning the post-high school intentions of this year's graduating class in our public and private high schools. Rather than circulate separate instruments to collect data, arrangements have been set up with the Coordinating Council for Higher Education to make one collection of this data and share it with all interested agencies. I am sure that you will appreciate that this is the most effective way to accomplish the proposed data collection.

Some of you will remember a study by Dr. J. Kenneth Little in 1957. The proposed data collection will, in large part, be a re-examination of some of the factors considered at that time plus additional ones in order to make an assessment of student plans regarding their attendance at institutions of higher education in the fall of 1968.

In the very near future, you will receive information from the Coordinating Council for Higher Education regarding the proposed 1968 graduating class survey. Primarily this information will go directly to each high school principal along with the necessary collection forms for each student in the 1968 graduating class. I am taking this opportunity to alert you to this project and enlist your support and cooperation for it.

Sincerely yours,

/s/ William C. Kahl

William C. Kahl
State Superintendent

WCK:js

APPENDIX A.2

State of Wisconsin \ COORDINATING COUNCIL FOR HIGHER EDUCATION

ANGUS B. ROTHWELL
EXECUTIVE DIRECTOR
732 NORTH MIDVALE BOULEVARD
MADISON, WISCONSIN 53705

April 9, 1968

To Principals of Wisconsin Secondary Schools:

Through a letter from William C. Kahl, State Superintendent of Public Instruction, all Wisconsin school district administrators have been alerted to a cooperative study of high school seniors. A copy of Mr. Kahl's letter is enclosed.

In behalf of all of the agencies interested and concerned with the proposed study, I would urge your cooperation and that of your appropriate staff in the data collection.

The purpose of this letter is to invite your attention to details of the data collection process and to request that you designate an individual who will be in charge of the survey for your school and with whom we can correspond with respect to specific questions relative to the survey.

We feel that the research is very important to all of the agencies involved including the secondary schools. It will allow us to compare the educational desires of students today with the desires of 10 years ago. It also will allow for more intelligent planning of higher education in the state.

During the second or third week of April, a package will be delivered to your school through the United Parcel Service. It will contain sufficient questionnaires to provide one for each of your June 1968 graduating seniors, a one-page survey of data about your school, instructions for the administrator of the questionnaire, and a pre-addressed return mailing label.

In this study no evaluation will be made of any individual student or of any individual school. Results will be compiled, analyzed, and released only in terms of group data.

To assist us in scheduling the workload involved in the Wisconsin Senior Survey, a "response" postcard is enclosed with this letter. Please return the card promptly.

The cooperating agencies deeply appreciate the time and effort of you and your staff in this important research activity.

Yours sincerely,

Angus B. Rothwell

Angus B. Rothwell

Enc.

APPENDIX A.3

RETURN POSTCARD

TO: Wisconsin Senior Survey

FROM: ______________________________
Name of School

We will schedule completion of the questionnaires by our graduating seniors during the week of ______________.
Date

The person in charge of our survey is:

____
Project Supervisor

____
Principal's Signature

Wm. Kahl, c/o Dr. Strowig
UW-Dept. of Counseling
1815 University Avenue
Madison, Wisconsin 53706

APPENDIX A.4

WISCONSIN SENIOR SURVEY – 1968

P
R
I
N
T

NAME: ____________________ SEX: ____ M ____ F
Last First Middle
ADDRESS: ____________________ BIRTHDATE ___/___/___
Street City Zip Mo. Day Year
SCHOOL: ____________________
Name City Zip

THESE QUESTIONS CONCERN YOUR IMMEDIATE AND LONG-RANGE PLANS. PLEASE CHECK THE APPROPRIATE RESPONSES TO INDICATE YOUR PLANS.

1. In the coming year following graduation from high school, I plan: *(Check all that apply.)*

_____ to be married.
_____ to enter military service.
_____ to do nothing.
_____ I have no plan.
_____ to attend school full-time.
_____ to attend school part-time.
_____ to work full-time.
_____ to work part-time.
_____ Other: (____________________)

2. In the coming year following graduation from high school, my best friend has the following plans: *(Check all that apply.)*

_____ to be married.
_____ to enter military service.
_____ to do nothing.
_____ has no plan.
_____ to attend school full-time.
_____ to attend school part-time.
_____ to work full-time.
_____ to work part-time.
_____ Other: (____________________)

3. My immediate plans checked in question 1 above are:

____ reasonably definite; ____ tentative; _____ quite uncertain.

4. As I view my future after next year, but in the next 5 to 10 years, I plan: *(Check all that apply.)*

_____ to attend school.
_____ to work full-time.
_____ I have no plan.
_____ to be in military service.
_____ to be married.
_____ Other (____________________)

5. My overall grade average in high school is close to:

___ A+; ___ A; ___ B+; ___ B; ___ C+; ___ C; ___ Below C.

If you plan to attend school next year, answer questions 6, 7, 8, and 9 – if not, go on to question 10.

6. The school I expect to attend next year is:

1-2 Yrs. Training / Bachelor's Degree / Post Grad.

A. ____________________ ____________________ ________/________/________
Name of School *Location (City & State)* *Indicate your goal*

If I have to change my plans for next year, my second choice is:

B. ____________________ ____________________ ________/________/________
Name of School *Location (City & State)* *Indicate your goal*

7. I selected the school named in 6A above because: *(Check the important factors that influenced your decision in Column 1, tell how they influenced you in Column 2.)*

COLUMN 1	*COLUMN 2*
_____ Family	Favored this choice ___; neutral ___; opposed my choice ___.
_____ Distance	Close to home ___; far from home ___.
_____ Finances	Costs considered low ___; received school help ___; family will pay ___.
_____ School size	School considered small ___; moderate size ___; a large school ___.
_____ Friends	Favored this choice ___; neutral ___; opposed my choice ___.
_____ Course offerings	What course of study attracted you? ____________________
_____ Activities	What activity attracted you? ____________________
_____ Other: (_______)	Tell how: ____________________

8. Do you plan to commute from home to classes daily? _______ Yes; _______ No.

9. If you plan to commute indicate why: *(Check all that apply.)*

_____ I prefer to live at home.
_____ My family needs my help at home.
_____ I have a job in my home community.
_____ My family wants me to live at home.
_____ Living at home makes costs reasonable.
_____ Other: (____________________)

Please double check (✓✓) the one most important item in question 9.

If you will not attend school next year but do plan to work full-time, answer questions 10, 11, and 12.

10. I have decided not to attend school next year because: *(Check all that apply.)*

_____ I am not interested in more schooling.
_____ I cannot afford more schooling.
_____ there is not a school close enough to permit me to commute.
_____ my family opposes more schooling for me.
_____ my family opposes more schooling in general.
_____ personal demands on me require that I work.
_____ Other: (____________________)

Please double check (✓✓) the one most important item in question 10.

11. **I have made the following arrangements for employment:** *(Check all that apply.)*

____ I will continue my present job.
____ I have applied for a job.
____ I have a job promised to me.
____ I will take whatever job is available.
____ Other: (____________________ ____________________)

12. **I have the following reasons for working full-time next year:** *(Check all that apply.)*

____ to try out various job careers.
____ to save money for my future marriage.
____ to financially assist my family.
____ to earn money for my personal use.
____ to save money for future schooling.
____ Other: (____________________)

Please double check (✓✓) the one most important item in question 12.

All students are to answer the questions that follow.

13. **I have seriously discussed my plans for next year with:** *(Check all that apply.)*

____ one or more of my teen-age friends.
____ one or more of my teachers.
____ my parent (s).
____ a school counselor
____ one or more adult friends not associated with school.
____ no one.
____ Other: (____________________)

Please double check (✓✓) the one most important item in question 13.

14. **In reference to your plans for next year, who has influenced your decisions and how have they influenced your decisions?** *(Check all that apply in Column 1, indicate how they have influenced your decision in Column 2.)*

COLUMN 1		COLUMN 2				
		Gave me Information	*Helped me Analyze*	*Encouraged My Plans*	*Opposed My Plans*	*Took no Interest in My Plans*
____	One or more friends of my age	____	____	____	____	____
____	One or more of my adult friends	____	____	____	____	____
____	My parent (s)	____	____	____	____	____
____	My teacher (s)	____	____	____	____	____
____	My school counselors	____	____	____	____	____
____	My older brothers and/or sisters	____	____	____	____	____
____	Other: (____)	____	____	____	____	____

Please double check (✓✓) the one most important item in Column 1.

15. **Is there any important influence on your future plans about which we have not asked? If so, please tell us about it:**

____

____

THE NEXT GROUP OF QUESTIONS CONCERN YOUR FAMILY AND INFORMATION ABOUT THEM. PLEASE CHECK THE APPROPRIATE RESPONSES.

16. **I now live with:**

____ two parents (natural or step).
____ only one parent.
____ my grandparents.
____ my foster parents or guardians.
____ Other: (____________________ ____________________)

17. **The situation which I have checked in question 16 has existed for:** ____ less than one year; ____ more than one year but less than three; ____ more than three years.

18. **Economic support for me (and my family) is provided by:** *(Check all that apply.)*

____ my father's earnings.
____ my mother's earnings.
____ my earnings.
____ pensions, welfare benefits, etc.
____ Other: (____________________)
____ ____________________

For those who are supported mostly by current earned income of the family:

19. **Our economic support is earned by the kind of work checked in the appropriate columns:**

FATHER	*MOTHER*	*ME*	*KIND OF OCCUPATION*
____	____	____	Office work (cashier, clerk, secretary, typist, etc.)
____	____	____	Professional (doctor, lawyer, teacher, engineer, etc.)
____	____	____	Executive (manages business, industry, plant manager, etc.)
____	____	____	Craftsman (carpenter, plumber, electrician, etc.)
____	____	____	Salesman (insurance, real estate, auto, retail store, etc.)
____	____	____	Industrial employee (machine operator, assembler, checker, etc.)
____	____	____	Service worker (radio repair, maintenance, etc.)
____	____	____	Owns, rents, manages a small business.
____	____	____	Owns, rents, manages a farm.
____	____	____	Other Occupation: (____________________)

20. **In question 19, place the letter (A) in the *ME* column to indicate the kind of occupation you hope to enter for your major occupational goal in life.**

21. **The highest level of education attained by my parents is:** *(Indicate for those with whom you live.)*

	Attended High School	*Graduated from High School*	*Attended Tech. or Trade School*	*Attended College*	*Graduated from College*	*Post Graduate*
FATHER	____	____	____	____	____	____
MOTHER	____	____	____	____	____	____

22. **My highest educational goal at the present time is:** *(Use the same choices as appear above for your parents.)*

MY GOAL	____	____	____	____	____	____

23. **Is there any important family influence on your future plans about which we have not asked? If so, please tell us about it:**

____

THESE QUESTIONS CONCERN YOUR KNOWLEDGE ABOUT FINANCIAL DATA AND THE INFLUENCE OF THESE ON YOUR PLANS. PLEASE CONSIDER EACH ANSWER CAREFULLY AND CHECK THE APPROPRIATE RESPONSES.
Questions 24 through 28 are for those students who definitely plan to attend a post high school institution.

24. In question 6A (the school I expect to attend) I estimate my total annual cost of attendance to be:
____ less than $500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ more than $2000.

25. My family and I can provide the following amount for my attendance next year:
____ less than $500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ more than $2000.

26. In addition to my contribution and that of my family I will need the following amount to permit me to complete my schooling goals:
____ less than $500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ $2001-3000; ____ $3001-4000; ____ more than $4000.

27. I have made the following decisions about seeking financial aid (loans, scholarships, employment) for my future schooling:

____ I have already applied.
____ I will apply soon.
____ I will apply in the future.
____ I will not apply.
____ Other (________________)

28. *(Answer if you have already applied for financial aid or will very soon.)*

I have applied for financial aid to: ____ schools
number

29. I believe that the lack of adequate financial support has been an important factor in these past decisions of mine: *(Check all that apply.)*

____ the decision not to attend any kind of school beyond high school.
____ the decision about the kind of school to attend.
____ the decision about the particular school I expect to attend.
____ Other: (____)
Please double check (✓✓) the item of most importance to you in question 29.

30. Are you familiar with financial aid programs? Please check in Column 1 those kinds of financial aid programs with which you are familiar. In Column 2 name the specific program with which you are familiar.

KINDS OF FINANCIAL AID Column 1 — *SPECIFIC PROGRAM (Please print)* Column 2

____ Wisconsin scholarship and grant programs ________________________
____ Federal scholarship and grant programs ________________________
____ Wisconsin loan programs ________________________
____ Federal loan programs ________________________
____ Local scholarship and grant programs ________________________
____ Private scholarship and grant programs ________________________
____ Employment programs ________________________
____ Other: (____)

31. If you will consider borrowing money to attend school (with special allowance to repay after your schooling) what is the maximum amount you will consider:

____ $0-500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ $2001-3000; ____ $3000-5000.

32. My personal savings at the present time are:

____ $0-500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ more than $2000.

33. While attending school, I will expect to earn (not save) each summer:

____ $0-500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ more than $2000.

34. From my summer earnings I will expect to save the following amount each summer:

____ $0-500; ____ $501-1000; ____ $1001-1500; ____ $1501-2000; ____ more than $2000.

35. If I attend school next year, I will consider part-time employment in the ways checked below: *(Check all that apply.)*

____ It is too difficult to work part-time while a first year student.
____ It is possible to work part-time and maintain acceptable grades.
____ Part-time work will help me to schedule my time.
____ Most adults advise me not to consider part-time work while a first-year student.
____ Other: (____)

36. In order to be certain about financing education beyond high school I would consult with: *(Check all that apply in Column 1, indicate the kind of help sought in Columns 2 and 3.)*

COLUMN 1	*COLUMN 2* *For Advice*	*COLUMN 3* *For Information*
____ Parents	____	____
____ Friends my own age	____	____
____ Adult friends	____	____
____ School counselor	____	____
____ Teachers	____	____
____ Printed materials	____	____
____ Other: (________________)	____	____

Please double check (✓✓) the item of most importance to you in Column 1.

37. Would early knowledge of financial aid programs have changed your plans? Check in Column 1 the change that you would have made if you had known about financial help, and in Column 2 encircle the grade in which you would have needed this information to bring about the change.

COLUMN 1	*COLUMN 2*			
____ I would not have changed anything.	9	10	11	12
____ I would have taken different subjects.	9	10	11	12
____ I would have studied harder.	9	10	11	12
____ I never thought about this.	9	10	11	12
____ I would have made different plans for after high school.	9	10	11	12
____ Other: (____________________)	9	10	11	12

38. Is there any problem of a financial nature which has affected your plans and about which we have not asked? If so, please tell us about it: ____________________

THESE FINAL QUESTIONS CONCERN YOUR HIGH SCHOOL AND YOUR ACTIVITIES WHILE IN HIGH SCHOOL. PLEASE CHECK THE APPROPRIATE RESPONSES.

39. My high school program was mainly:

____ a general program; ____ a vocational, technical, job oriented program;
____ a college preparatory program; ____ Other: (____________________)

40. In grades 9 through 12, I studied the subject(s) listed below for the number of semesters which I have encircled:

Mathematics	2	4	6	8	____
Natural Science	2	4	6	8	____
English	2	4	6	8	____
History and Social Studies	2	4	6	8	____
Foreign Language(s)	2	4	6	8	____ Name languages(s) ____________

41. I have taken the following special tests while in high school:

____ National Merit Exam.
____ College Boards (SAT).
____ College Boards (Achievement).
____ American College Test (ACT).
____ Other: (____________________)

42. My parents have completed the following financial aid forms which I secured through my high school:

____ Parents' Confidential Statement (PCS).
____ Family Financial Statement (FFS).
____ Other: (____________________)

43. Through my high school, I have applied for admission to: ________ schools.
(number)

44. *(If more than one in question 43)* Tell why you made more than one application. ____________________

45. Please evaluate your high school experience below. Place a + before those items which describe your experience, and place a - before those items which do not describe your experience.

____ I participated in activities which have future usefulness for me.
____ I have been prepared with skills for seeking immediate employment.
____ I have had personal contact with representatives of higher educational institutions.
____ I have received adequate information about financial aid programs.
____ I have received adequate information about opportunities for continued schooling.
____ I have been well prepared for continued schooling beyond high school.
____ Someone expressed personal interest in my program and plans while in high school.
____ I had counseling service available to me while in high school.
____ Someone assisted me in finding employment for after high school.
____ Other: (____________________)

Place a double plus (+ +) before items which you feel were important to you and were a part of your experience. Place a double minus (--) before those which would have been important to you and were not a part of your experience.

46. Have there been significant influences in your school life affecting your future plans about which we have not asked you? Please tell us about them: ____________________

******OPTIONAL QUESTIONS******

47. Many questionnaires avoid the topic of racial background. We believe that such information will help in developing additional meaning from this survey. You are invited to participate.

My racial background can best be described as:

____ Caucasian (White); ____ Negro; ____ Indian; ____ Other non-Caucasian.

48. In comparing my family to other families in the community where I live in terms of wealth or level of income, I would say we are:

____ well above average.
____ above average.
____ average.
____ below average.
____ well below average.
____ Other: (____________________)

****

49. Is there any major influence on your future plans about which we have not asked you? If so, please tell us abut it:
____

APPENDIX A.5

To: Wisconsin Secondary School Principals

From: Project Director, 1968 Wisconsin Senior Survey

DIRECTIONS FOR THE SURVEY

Each graduating senior in Wisconsin public and private secondary schools is being asked to complete the Wisconsin Senior Survey in the spring of 1968. An appropriate scheduling arrangement should be made by each school to assure the proper completion of the questionnaires.

Upon completion of the survey forms, the secondary school project supervisor is to assemble the following materials:

1) completed questionnaire for each graduating senior,
2) completed school survey form (one page),
3) class rank listing for the senior class of 1968.

Please have the materials listed above packaged, the pre-addressed label enclosed with these instructions affixed to the package, and returned. If they are returned through U.S. mail, they must be returned first class.

GENERAL COMMENTS:

1. It is assumed that each school will schedule a day (or days) for in-school completion of the survey instrument. Completion of the individual student questionnaires may be scheduled as your school calendar permits. It is hoped that all schools will return the completed forms on or before June 1, 1968.

2. The return of the completed questionnaires need not be delayed by the absence of a few students on the day (or days) scheduled for completion of the questionnaires.

3. A class rank listing from each school is necessary. In instances where the listing is in preparation for the Higher Educational Aids Board to comply with the Honor Scholarship program requirements, a delayed mailing of the listing to this project is permissible. Please indicate that fact at the time of returning the questionnaires and submit the listing as soon as possible.

4. In this study no evaluation will be made of any individual student or of any individual school. Results will be compiled, analyzed, and released only in terms of group data.

*****STATEMENT TO BE READ TO STUDENTS BEFORE THEY COMPLETE THE FORM*****

The questions in this survey are designed to give several state agencies needed information about Wisconsin secondary school seniors and better data on which to plan future higher education in the state. No individual student or individual school will be identified in the summaries developed. Your name is needed to permit coordination of information from various sources.

A thoughtful and complete response by each graduating senior will contribute to informed decisions in the months ahead. The participating agencies earnestly solicit your cooperation.

APPENDIX A.6

SPECIFIC INSTRUCTIONS FOR THE STUDENT QUESTIONNAIRE

Some of the questionnaire items pose provocative choices for the student. There may be questions on some of the items. As a guide to the person(s) administering the questionnaire, the following statements may be helpful in answering questions which the students may have.

Question 6.	In "A", the school the student expects to attend is sought. In some cases, this will differ from his personal preference if there were no limiting factors. The goal he checks should reflect his eventual goal even though it may not be attainable at the school he plans to attend next year. (Example: He indicates a two-year UW Center, but he checks the bachelor's degree. It then is assumed that he will transfer at the appropriate time.)
Question 14.	For each item checked in Column 1, a student should have one or more responses checked in Column 2.
Question 20.	The student response should be indicated in the ME column of question 19.
Question 21.	A student makes no check mark if a parent has completed no high school work.
Question 22.	The student response should be indicated using the headings of question 21.
Question 24.	Note that the question asks for an estimate of the total annual cost, not merely the tuition cost.
Question 26.	This question asks for an estimate of the total additional aid needed to complete his educational goal; this may be a need for one or more years.
Question 28.	Very soon may be interpreted as within the remainder of the current school year.
Questions 33) 34)	Question 33 is an estimate of total earnings based on job expectations, while question 34 is an estimate of average savings capacity for each summer.
Question 40.	Interpret the subject headings, such as mathematics, as you do for transcript purposes in your school.
Question 45.	This question seeks the student's perception of his high school experience; it is not intended to evaluate what the school actually does.
Questions 47) 48)	These questions are considered very important, but are somewhat controversial. The guarantee of anonymity continues to apply here.
Question 49.	This is a question which, if applicable, all participants should complete.

APPENDIX A.7

INSTRUCTIONS FOR RETURNING COMPLETED QUESTIONNAIRES

PLEASE AFFIX THE PRE-ADDRESSED, PRE-GUMMED LABEL TO THE PACKAGE OF COMPLETED QUESTIONNAIRES.

YOUR RETURN PACKAGE SHOULD INCLUDE:

1) COMPLETED STUDENT SURVEY FORMS,
2) THE ONE-PAGE SCHOOL SURVEY,
3) A LIST OF SENIORS COMPLETING THIS SURVEY WITH CLASS RANK INDICATED (CLASS RANK LISTING).

You will note that the label is pre-addressed to:

Wm. Kahl, c/o Dr. Strowig
UW-Dept. of Counseling
1815 University Avenue
Madison, Wisconsin 53706

Professor Strowig has kindly consented to have his office used as a collection point for the questionnaires and follow-up inquiries.